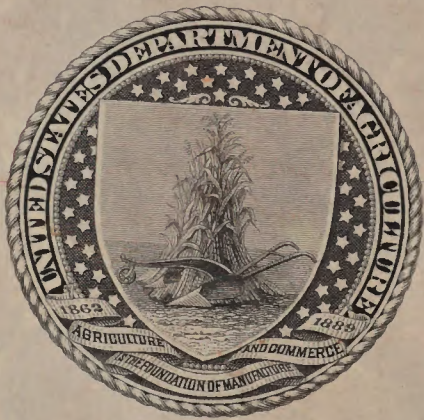


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THE NATIONAL NURSERYMAN



JANUARY 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

THE MONROE NURSERY

Established 1847.

Offers a Fine Stock of
**SPECIMEN EVERGREENS,
FRUIT AND ORNAMENTAL
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

I. E. Ilgenfritz' Sons Co.
Monroe, Mich.

Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
Graft and Stock Planter and Firmer

Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

OUR SPECIALTY

A Complete Assortment of High Grade Nursery
Stock

**WE DESIRE TO CALL SPECIAL ATTEN-
TION TO THE FOLLOWING:**

Apple Seedlings (American Grown)

French Fruit Tree Stocks

Kieffer and Dwarf Pear, two years

Elm, American White, car lots

Spirea Van Houtte, choice stock

Roses, Climbing, H. P. and H. T.

We have put in 15 acres of overhead irrigation system
for the better production of Shrubs, Roses, Perennials
and Evergreens.

*Inquiries Cheerfully Answered
Want Lists Promptly Quoted*

Buntings' Nurseries

G. E. Bunting & Sons, Proprietors

SELBYVILLE : : DELAWARE

We offer for Spring delivery some excellent stock of
items listed below. Our trade list prices other stocks.

CORRESPONDENCE SOLICITED

2-YEAR ASPARAGUS ROOTS

In grades No. 1 and No. 2; varieties: Palmetto, Giant
Argentueil, Barr's Mammoth and Conovers Colossal.

STRAWBERRY PLANTS

All leading standard and Everbearing varieties. WE
ARE LOCATED IN THE LARGEST STRAWBERRY
CENTER IN THE WORLD.

FLOWERING SHRUBS

Spirea Van Houtte and A. Waterer in good salable sizes;
also Deutzias, Hydrangea P. G. etc.

CALIFORNIA PRIVET HEDGE

YOUR PROFITS

FOR SPRING

DEPEND ON WHAT?

On having the stock your customers want when they
want it! That's the whole story.

Be prepared. Stock is scarce and selling fast. Likely you
could not get what you wanted last spring. Don't lose out
again.

Order today. Our line is complete, and you should con-
sider your spring wants carefully while you can get the items
you will need.

PRICES ARE ADVANCING

Be sure of the lowest Market price, of **SERVICE** plus
QUALITY, of having the stock you will need, and ultimately
the utmost in profits, by giving us your order NOW.



Every good business man carries insurance.
Preparedness is Insurance

C. R. BURR & COMPANY

General Nurserymen

MANCHESTER.

CONN.

If you do not get our wholesale list, ask for it.
We do not sell at wholesale to retail buyers.

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

COMPLETE GRADE COUNTS

will be issued in

BULLETIN NUMBER 2

Ready About January 15th

Active Fall business kept up stronger and later than usual so we are a little backward with our actual counts of stock for spring. Have been pretty busy the last three weeks grading, counting and storing—and from records already made we know there will be some surprises in our next Bulletin.

Would you like to receive our Bulletins?
Are you on our Mailing List?

Jackson & Perkins Company

Rose Growers and Nurserymen

Wholesale Only

NEWARK

:

NEW YORK STATE

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

RAFFIA

Dependable Brands

RED STAR XX SUPERIOR
AA WEST COAST ARROW

Bale Lots or Less

LILY BULBS

AURATUM RUBRUM
MAGNIFICUM GIGANTEUM

All Hardy Varieties in Case Lots, 8-9'', 200 per
Case; 9-11'', 150 Per Case

BAMBOO CANES

NATURAL, 5-9 ft. Japanese or Domestic
DYED GREEN in 18'' to 4 ft. sizes

Bale Lots Only

FRENCH FRUIT and ROSE STOCKS
PALM SEEDS

ROSA MULTIFLORA JAPONICA SEEDS

Write for Prices, Specifically Stating Your Requirements

McHUTCHISON & CO.

95 Chambers Street

New York City

We grow young evergreens in large quantities and every tree we sell is raised from seeds in our own nurseries.

If you are in need of lining out stock why not write for our wholesale trade list before placing your order. Our prices are low because we specialize in young stock.

COLLECTORS OF TREE SEEDS

==

THE

North-Eastern Forestry Co.

CESHIRE

...Connecticut...

TO THE TRADE ONLY

A Genuine Line of Nursery Stock, Well
Grown, Well Graded and Priced Right

Oregon Champion Gooseberries are now cleaned up, but we have a small surplus of Downing, Houghton and Pearl; and in Currants, Cherry, Fays, North Star, Perfection and Victoria, and a good block of two-year London Market, the strongest grower of them all and a heavy producer, on which we are making a reduced price. If you will try them, you will find them very satisfactory.

Headquarters for Nursery Supplies

Portland Wholesale Nursery Co.

971 SANDY BOULEVARD

PORTLAND

:

:

:

OREGON

PAINESVILLE NURSERIES



THE STORRS & HARRISON CO.

NURSEYMEN --- FLORISTS --- SEEDSMEN

ESTABLISHED
1854

PAINESVILLE, OHIO.

1200 ACRES
45 GREENHOUSES

Subscribers to "Nurserymen's Fund for Market Development."

When writing to Advertisers please mention the National Nurseryman.



TREES



SHRUBS

EVERGREENS

We are ready to quote prices on a very complete list of Ornamental Stock.

Stock grown wide apart is bushy and well rooted, especially suitable for wholesale or retail trade.

WRITE FOR PRICES

Catalogue Ready in February

THOMAS B. MEEHAN CO.

WHOLESALE NURSEYMEN

DRESHER :: PENNA.

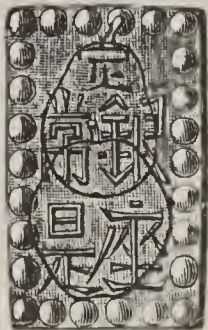
Horticultural Printing

- ¶ And yet we do rather more than that: we plan and build catalogues and folders, write copy, prepare layouts and make illustrations in colors or plain.
- ¶ We even compile mailing-lists for special purposes.
- ¶ Not only as manufacturing printers but also as counsel in advertising and selling campaigns, we are uniquely equipped to serve our nursery trade clients because of actual experience during many years in every department of nursery selling.
- ¶ And we have a rather intimate acquaintance with the business of many nurserymen, enabling us to carry out our clients' ideas and to fit their needs with the right sort of order-getting printed matter.

THE DUBOIS PRESS

Horticultural Color Printers

ROCHESTER, NEW YORK



COVER
YOUR
REQUIREMENTS
EARLY

Complete Grade Counts Now Ready.

Glad to quote on your List of Wants.

Shipments can be made now or in Spring to suit your convenience.

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,
HUNTSVILLE, ALA.

1872—1922

A General Variety of Nursery Stock



35,000 Norway Maple and American Elm,
also Montmorency and Early Richmond
Cherry, 1 year, in car lots or less.



C. M. Hobbs & Sons
BRIDGEPORT - - Indiana

The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., JANUARY 1923

No. 1

Market Development Committee Proposes New Planting Slogan

For several years the Market Development Committee of the American Association of Nurserymen sought to find a slogan which would help to develop the general market for nursery products of all kinds.

The old "organization for market development" (which at that time was separate from the American Association) offered a prize of \$100.00 for a suitable slogan. This offer was continued when the organization for market development was taken over by the American Association of Nurserymen.

Scores of slogans were submitted, but there was not one among them which was considered adequate by either the Market Development Committee or the Executive Committee of the American Association.

greatly both geographically and seasonally.

This, of course, greatly increases the difficulty of boiling down the nursery selling argument to anything so condensed as a slogan should be. It makes it practically impossible to use a slogan which mentions any particular kind, or even kinds, of nursery products.

What a Slogan Should Be

But that does not necessarily make impossible the finding and the use of a slogan which will, if sufficiently backed up and pushed by those in the trade, help greatly in extending the market for nursery products.

If you analyse the purpose and the accomplishment of some of the most successful slogans which have been used, you will find that their work has NOT been ac-



The Difficulty of Getting a Slogan for Nursery Products

There are several factors which make particularly difficult the procuring of an effective slogan for the nurserymen's products.

In the first place, there are many different types of things to cover. The paint manufacturers can sell "paint;" the florists can sell "flowers;" but the nurserymen cannot sell either trees, shrubs, plants or fruits alone without leaving a wide part of the field uncovered.

In the second place, while paint or hollow-tile or some particular kind of lumber, or Sunkist oranges, are the same in Maine or Florida, California or Delaware, on the other hand, the products of the nurserymen vary

complicated by directing people to use some particular product. On the contrary, what the successful slogans have done is to plant a SUGGESTION that will ultimately stimulate the increased use of the products to which they are attached.

We have emphasized the word *suggestion* because its importance is too often not realized outside of those who have made a study of the business of selling. Suggestion has come to be known as absolutely the most potent factor in selling. Half of the things you buy and use have been sold to you through the medium of *suggestion*—usually without your realizing it.

Let us look for just a moment at a few successful slogans and selling campaigns.

Take for instance, the slogan of the Associated Paint and Varnish Manufacturers—"Save the Surface and You Save All."

This has proved to be one of the best business-building slogans that has ever been put out although it has not been repeated and copied quite as widely as some others so far as the general public is concerned. This slogan does not in any way direct anybody to use paints or varnishes. It does plant a potent suggestion. It may require a little studying over for any one to see exactly what it means the first time it is seen. That is not an objection, but rather an advantage, because it makes it stick. Anyone who has once got the meaning of this slogan can never thereafter see an unprotected surface of a building or other property in which they are interested without getting the full force of the argument back of the words "Save the Surface and You Save All." It is merely a suggestion—it does not tell anybody to do anything—but it does get results.

Then take the slogan of our friends, the florists—"Say It With Flowers!" The purpose of these words is not to direct people to say something but to tell them *what to say it with*, when they do have something to say. It does not tell them to buy flowers or to use flowers. It is merely a suggestion that what they have to say may be said with flowers.

And yet the result has been that it has sold more flowers than could ever have been sold by any phrase directing people to buy flowers.

"Eventually—Why Not Now?"

That seems, at first sight, like a very foolish kind of slogan. Surely it does not direct anybody to do anything, and moreover has the disadvantage (?) of being a negative statement, instead of a positive one. I remember a good many years ago the first time I ever saw those words "Eventually—Why Not Now" on a sign board from a car window. I was just beginning to study the business of advertising, and my first thought was "how foolish to spend money on such a silly slogan as that."

But that slogan has proved mighty effective. Its effectiveness depends wholly upon its power of suggestion. It sticks in the mind; you cannot get away from it.

One of the most famous slogans of all is that of the Victor Talking Machine Company—"His Master's Voice."

The Victor Company in fact has employed the power of *suggestion* throughout all their sales methods. They have never sold phonographs; what they have sold is music in the home; in *your* home. If they use a full-page advertisement in color costing thousands of dollars, it is not employed to show the beauty of one of their machines, but a picture of the world's most famous musicians and songsters, thronging into *your* living room.

What Has the Nurseryman Got to Sell?

The answer which first comes to mind of course is "trees, shrubs, plants."

But I say that this is *not* what the nurseryman has got to sell. What he has got to sell is not trees, shrubs and plants, but an *IDEA*—the idea that planting is as essential to the modern home, as is good plumbing, or heating, or music in the home.

Sell that *idea*—and the trees, shrubs and plants *must*

follow as the fruit follows the blossom, or growth follows germination.

Slogans Must Have Wide Scope

Any slogan designed for use by those engaged in an industry which is as diversified in its products as the nursery industry is, must of course be very broad in scope. It is to my mind impossible to attempt to designate all of the various kinds of things which must be covered. I believe it is a mistake to designate any of them because if some are mentioned and others are not, some part of the field from which the harvest is to be reaped will be left uncultivated.

The slogan which has been selected by the Market Development Committee, after a great deal of consideration and correspondence, does cover the entire field. It suggests the use of *all* kinds of planting material, not any particular line. It suggests the use of plants in quantities, rather one or a few at a time. It applies to all sections of the country and to any season of the year. What is to be planted will depend naturally upon the kind of a home it is that is to be planted—whether it is a small suburban lot; a good-size country place; or a farm home where wind-breaks and a fruit orchard would be as much a part of the planting which should be done as would ornamentals for the suburban lot.

Moreover this slogan has the distinct advantage of tying up directly with what is now and will be the biggest "market developer" we will have for many years to come—that is the present building program which is being put into effect all over the country. It lends itself to use by landscape architects, by everyone who is interested in real estate as well as by the nurserymen themselves.

The effectiveness of any slogan of course is in direct proportion to the thoroughness with which it is used by those who are interested in it. There will be more building going on this coming spring than there has been done at any time in the United States. If all the members of the American Association will make use of the slogan proposed by the Market Development Committee and make a definite effort to follow up the sales made possible by this new building, it cannot help but create a lot of business for all classes of nurserymen, wherever they may be located throughout the country.

AMERICAN ASSOCIATION OF NURSERYMEN

Louisiana, Mo., October 1, 1922

OFFICE OF SECRETARY AND TRAFFIC MANAGER

First Quarterly Report—July, August, September

RECEIPTS

Balance in Treasury, July 1, 1922	\$21.378.43
Interest at Des Moines on 1921 balance	54.79
Dues received to date	1,640 00
Advertising received to date	42.50
Revenue from R. R. claims to date	32.79
Revenue from Collection Bureau to date	738.90
Sundry collections to date	40.10

Total collections to date \$23,927.51

Total disbursements to date \$ 6,175.14
 Balance in Treasury to date 17,752.37

\$23,927.51

This date we have 346 members, as against 311 members same time last year. Two new applications just received. Recently, we mailed each membership several application blanks and from reports reaching the secre-

tary's office the indications are that from the membership drive now being made by the president, executive committee, and in fact all of the membership, we believe quite a few new members will be secured. Let's make it 500 members by the next convention.

CHARLES SIZEMORE,
Secretary and Traffic Manager.

Future Notes on the Development of the Retail Nursery Trade

By X

In last month's issue there were considered a number of points of possible developments in the nursery industry. It was concluded that the location of the retailer was all important. That in order to give the maximum in sales and service he must be located in or near the centre of suburban population. If such were the case he could not efficiently be a producer as well as a distributor. This can be further enlarged upon.

In the first place what are the main factors that prevent efficiency in production in such case?

1—High labor cost.

2—High land values.

The first is, perhaps, obvious. It might be added, however, that there is continual complaint of scarcity of labor even at very high prices. If the retailer does not attempt to grow what he sells it is obvious that he will greatly reduce his labor requirements—or, better, release labor to be utilized in that branch of his business which may be termed service; that is, planting, pruning, and all other items that make for the proper care and development of his customer's grounds. Which, incidentally, is paid for on a profitable basis in cash, whereas if that labor were used in growing plants the profit if any is represented only in increased inventory.

As to high land values. Is it fully realized what it costs to produce any given plant considering land rent alone? This is overhead before any other consideration of cost. By "land rent" is meant the interest on the value of the land plus taxes. Because conditions in various parts of the country are so widely different it is hard to take a concrete example, but here is a try to illustrate what is meant.

Assume the value of the land is \$1000.00 per acre. This gives us interest \$60.00, plus say \$40.00 taxes, which totals \$100.00 a year. Plant an acre to Norway Maples in 3x6 ft. rows. Five years will be required, which at \$100.00 per year will total \$500.00. Therefore the 2000 plants raised will cost 25c apiece in land rent alone. A very considerable item.

In this connection it may be added that the prime necessity in any manufacturing business is an absolute knowledge of unit cost. Without this knowledge you are always struggling in the dark. Why the nursery business has been as profitable as it has is a mystery, considering how little attention has been paid to the important department of accounting. The discontinuance of many lines of growing by the retailer would un-

doubtedly occur had he more information on this subject alone.

If the retailer does not attempt to grow what he sells he has, of course, the one alternative of buying from wholesalers for immediate resale. He thus puts himself in the same category as any other retailer of any given product, and the same rules that govern success in all retail establishments hold true. There is, of course, the assumption of parallel growth in the wholesale world, but there would seem to be little question but what this will occur.

The general course pursued would be that in the summer the retailer would forecast his needs for the coming season and buy for early Fall delivery all that he thinks he might need. His buyer's ability will be measured by his accuracy in correctly forecasting his needs. He must reduce to a minimum the sin of underbuying or overbuying, which holds true in any retail business.

To summarize the advantages to be derived from the retailer becoming a pure retailer of plants and service, rather than both a producer and seller:

1. His acreage needs become so small that he will be able to locate at or near the centre of his demand, which will mean greatly increased efficiency in selling. If the florist was located, as is the nurseryman, in outlying districts, his sales would be all shot to pieces. It is not possible to carry the analogy too far on account of the difference in products, but it would seem obvious that it can be logically carried to point much further advanced than it is today. An appealing window or grounds display will sell more goods than any amount of energy displayed in talking.

2. He gains efficiency by becoming a pure selling organization. It might be said here that industries have always found that a good production man is a poor salesman, and vice versa. The two are incompatible. What can be said of the man is no less true of his business.

3. He either reduces his labor requirements or releases labor to be utilized in service.

4. The inventory bugaboo is practically eliminated, or at least put on a par with other retailers. This inventory as it operates today would seem to be the worst feature of the nursery business. It is almost valueless except in the course of continued business, because it cannot be liquidated at a price that will in any way approach its cost. Where it belongs on a balance sheet is a moot question. Certainly not as an inventory as that item is

generally understood; for inventory is a quick asset. As a fixed asset such as buildings and machinery? Probably, but only at a small fraction of its apparent value. Some maintain that it cannot be carried as an asset at all, but surely this is wrong, for into inventory go most of the expenditures of the year. In fact this voracious creature seems always to eat all the fruits of an apparently prosperous year. Many new nursery projects fail only because of their inability to finance this immense drain on profits; so much capital must be sunk for years before there is a chance of return. And a sound banker will not lend money on a thing of such an ethereal value as a nurseryman's inventory.

5. Prices may be materially reduced, for the rise of the wholesale specialist located where land and labor are cheap will mean big reductions in prices as against the high cost stock now raised in or near our cities.

The effort to reduce prices should be a sustained one throughout the industry. There is a distinct social obligation to this business which should be recognized and met. Too often such an obligation conflicts with profits, but in this case, to a certain extent, it does not, because placing stock at prices within the reach of all will so increase consumption as to increase profits. This is, of course, not absolute, but relative as it can only go to a point beyond which further reductions will mean a loss. There is, however, a long way ahead at present. Besides there is a distinct pleasure in being a social benefactor, most especially when it adds to the jingle in the pocket.

To add beauty to the country is, of course, what is referred to, but the obligation lies in having rather less variation. From the homelike surroundings in a well-to-do suburb, one steps into the hideous aridity of the workingman's district. The result of such contrasts is always unhappy. Unrest would be reduced to a minimum were the lower classes given homes rather than barren shacks. It is interesting to note how rapidly large corporations are coming to recognize this need. Not only as to housing, but in the adornment of the factories themselves. They say it adds much to the efficiency and contentment of the employees. Needless to say, this movement should be encouraged to the nth degree, and the most necessary item of encouragement is the reduction of prices just as soon as the present low condition of supplies is overcome. The development of this outlet alone, if properly handled will add many millions to sales.

PLAN TO PLANT ANOTHER TREE

Financial Statement

The work of building the nursery industry in America goes steadily forward. Nurserymen are responding with support both in co-operation and money. Tree planting week was a success. Spring tree planting week was the big event for nurserymen. Letters of encouragement come right along and nurserymen now realize the "Plan to Plant Another Tree" is building the industry. It is creating a tree planting habit among the 110,000,000 people of America.

Money Paid In

Previously reported	\$2949.93
B. F. Conogisky, Peoria, Ill.	10.00
Sale of rubber stamps	9.43
R. C. King, Kansas City, Mo.	1.00
Klehm's Nurseries, Arlington Heights, Ill.	100.00
Wm. A. Beaudry Land Co., Chicago, Ill.	50.00
The Hillsdale Landscape Co., Indianapolis, Ind.	9.13
Griffen Nursery, Jacksonville, Fla.	1.38
Clever Nursery Co., Clever, Mo.53
A. S. Lytle, Byron, Ill.	2.00
Willem's Sons Nurseries, Rochester, N. Y.	3.00
Golf Nursery, Glenview, Ill.	10.00
W. W. Thomas, Anna, Ill.	10.00
Forest Nursery Co., McMinnville, Tenn.	10.00
Singer Bros., Milwaukee, Wis.	1.00

Total \$3,167.42

J. A. Young, *Secretary*.

PROGRAM OF CONVENTION OF ILLINOIS STATE NURSERYMEN'S ASSOCIATION

January 11 and 12th, 1923

Hotel Metropole, 23rd St. and Michigan Ave., Chicago, Ill.

JANUARY 11TH—THURSDAY, 9 30

Invocation—Rev. Asa D. Ferry, D. D., pastor Edgewater Presbyterian Church.

Introductions.

President's address—Mr. Geo. Klehm, Arlington Heights, Ill.

Report of secretary—Mr. J. A. Young, Aurora, Illinois.

Report of treasurer—Mr. Miles Bryant, Princeton, Illinois.

Introduction of representatives from State and Sectional Associations.

Phillip Breitmeyer, Detroit, Michigan. Subject, "How the Grower, Wholesaler and Retailer Can Unite to Sell More Nursery Stock."

AFTERNOON SESSION—2.00 P. M.

J. Fred Amman, Edwardsville Ill. Field Organizer of F. T. D. Subject, "Pulling Together."

Mrs. C. T. Smith, Concord, Ga. Subject, "How Concord Observed Fall Tree Planting Week Under 'Plan to Plant Another Tree.'"

Mr. J. A. Young, Aurora, Illinois. Subject, "Plan to Plant Another Tree."

BANQUET—6.30 P. M.

Plan to Plant Another Tree Banquet. Laugh and grow fat. Men are but boys of a larger growth. Don't fail to make your reservation for the banquet.

JANUARY 12TH—FRIDAY, 9.30

Fertilizers—Prof. B. S. Trickett, University of Illinois.

Ernest Hemming, Editor "National Nurseryman," Easton, Md. Subject, "What Is the Aim of the Nursery Trade?"

A. F. Lake, Shenandoah, Iowa. Subject, "Sales—What Next?"

2.00 P. M.

R. T. Olcott, Editor "American Nurseryman," Rochester, N. Y. Subject, "Making Trade Organizations Effective."

Report of committees.

Election of officers.



GEORGE KLEHM

President of the Illinois State Nurserymen's Association

COMMITTEES

"Plan to Plant Another Tree"

FINANCE COMMITTEE

V. D. Hill	A. E. Nelson
Wm. A. Peterson	F. J. Littleford
Paul Stark	C. H. Perkins

PRESS COMMITTEE

L. L. Kumlien	W. P. Wittbold
Miles Bryant	John Winters
Rodney Smith	

BANQUET COMMITTEE

N. E. Averill	Elmer Clavey
A. E. Gyllenhaal	George Burr ridge
A. J. Cultra	

EXHIBITS COMMITTEE

Paul Pfund	C. E. Hubbard
Carl Cropp	

GLAD HAND COMMITTEE

Clyde Leesley	Eugene De St. Aubin
Fred Van Oven	G. S. Birks
A. H. Hill	Henry Finley
Otto Matzinger	J. H. Bright
Leonard Vaughan	Chas. A. Palmgren

Editor "National Nurseryman,"
Easton, Md.

Dear Sir:

I would like to add my O. K. to the article on "Development of the Nursery Trade" by "X" in the December "National Nurserymen." He mentions a number of ideas that I believe in firmly, although I disagree with him to

some extent regarding slogans.

It would be a good thing for the nursery trade to adopt a slogan that will permit its being used in a broad publicity campaign that could be nationally advertised in the leading periodicals, somewhat on the order of the campaign put out by the raisin and orange growers of California. The Illinois slogan of "Plan to Plant Another Tree" is good, but I do not think it is broad enough for adoption by the American Association. I believe something better could be found. The Market Development Committee is talking about:

IT'S NOT A HOME UNTIL IT'S PLANTED

This suits me a whole lot better, but it may not be the best that can be found. It should be the duty of the various nursery associations to subscribe to National publicity, which would benefit all in proportion to the volume of business they are doing. There is no reason why the wholesaler should not subscribe because it would be stimulating the business of the retailer, which naturally reflects to the wholesale business.

This covers stimulating trade. Next would come serving that trade. The idea of small nurseries and florists located in the suburbs the way "X" explains is a fine one. This has always been my thought of the way nursery stock should be handled. I remember reading sometime ago an article in one of the florists papers by a florist who had received his training in England. He said florists always handled nursery stock there and saw no reason why they should not in this country. I think this is perfectly true.

In my opinion the trade will develop along lines that will gradually separate production from distribution.

The growers will produce in quantity those specialties they can grow most successfully and at the least cost and depend on the retailers for their distribution.

It is my firm belief that there is a great future in the business and it simply remains for someone to prove themselves equal to the opportunity and solve the problem.

Wishing you a Happy and Prosperous New Year, I am

Yours very truly

WM. FLEMMER, JR.

CLEMATIS JACKMANII

Clematis Jackmanii originated with George Jackman, an English grower, in 1862. It was one of the first hybrid Clematises introduced, and still remains the most valuable of its color, being very hardy and reliable. It is supposed to be derived from *C. lanuginosa*, a native of Ningpo, China. Some gardeners consider that *C. Jackmanii* is not a hybrid, but a species introduced from Japan. However, many beautiful hybrids have been produced from *C. lanuginosa*, though in many cases there has been so much inter-crossing that the exact parentage is not recognizable. The most important group of these hybrids is classed under *C. Jackmanii*. Other fine varieties introduced by Jackman are Princess of Wales, bluish mauve, and Robert Hanbury, lilac flushed with red. —Horticulture.

The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902
Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in
Nursery Stocks of all kinds. It circulates throughout the
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

SUBSCRIPTION RATES

One Year in Advance\$1.50
Foreign Subscriptions, in advance\$2.00
Six Months\$1.00

Advertising rates will be sent upon application. Advertisements
should reach this office by the 20th of the month previous to the
date of issue.

Payment in advance required for foreign advertisements. Drafts
on New York or postal orders, instead of checks, are requested by
the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nursery-
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be
addressed, Editor, Easton, Md., and should be mailed to arrive
not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at
Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., January 1923

WHAT IS GOING TO HAPPEN? The nursery trade is certainly bub-
bling with energy. It is gratifying
to note it is aroused to the neces-
sity of publicity. In doing so it cannot fail but make
false starts and there will be much misdirected effort and
lost motion.

A short time ago the American Association adopted a
trademark, "Trustworthy Trees and Plants," and planned
an intensive campaign of publicity through its Market
Development Committee. This was found to be too nar-
row in scope, and impractical for the purpose intended,
so it was dropped.

The Illinois State Nurserymen's Association started
a state-wide publicity campaign and adopted a slogan.
"Plan to Plant Another Tree." This was pushed with
so much energy and ability that it soon assumed a na-
tional character, receiving endorsement and financial
support from the American Association. This, in spite
of the fact that their own Market Development Commit-
tee was in the midst of a publicity campaign of its own,
and offering a prize for a slogan around which to build it.

In this issue is published the proposed slogan of the
American Association:

"IT'S NOT A HOME UNTIL IT'S PLANTED"

What is going to happen? Is the American Associa-
tion going to hand over its national publicity plans
to the management of the Illinois nurserymen or is it
going to retain its Market Development Committee and
carry out an independent program?

It would seem that the national association was the
logical association to carry out a national publicity cam-
paign, and it is difficult to understand what induced the
Executive Committee of the American Association to fi-

nancially support a state or local campaign to the extent
of \$1000.00, while they only had limited funds to carry
out their own national campaign.

If the Executive Committee was so impressed with the
"Plan to Plant Another Tree" movement, would not it
have been a better policy to direct their own Market De-
velopment Committee to adopt it, and to have given the
money to their own committee?

It will be interesting to see what will happen at the
June convention. It is to be hoped by that time events
will have so shaped themselves that a well defined plan
of publicity will have developed to which all may sub-
scribe with enthusiasm.

MANAGERS The management of a nursery business
requires a real manager; a figure head is
not of much use nor can it be done very efficiently by
proxy.

The work of some businesses can be reduced to a rou-
tine such as subordinates can handle to a very great de-
gree, giving the head of the firm an opportunity to devote
time and thought to other things. It may be golf or gun-
ning or again it may be to improving the methods of pro-
duction or distribution, those larger phases of the busi-
ness for which the head is really responsible.

The head of a business who allows himself to be so
buried in detail can not get very far. This is especially
true of our business because there never was a nursery
that was really up to date with it's work. Even with
almost superhuman effort to that end, there are too many
uncontrollable influences, such as the weather that will
upset plans and throw things out of gear.

The slack and busy season prevent a perfected organi-
zation that will function without a continuous adjust-
ment so that the manager must be continually on the job.

The executive who leaves decisions until they are ac-
tually brought to his attention is really not managing at
all, subordinates and conditions are running the business
he is merely giving snap judgment to problems they
create for him.

In recent years we have heard much of the efficiency
expert, systems, modern methods and contraptions that
are supposed to make a business run itself automati-
cally 100 per cent. efficient. In fact we have had a sur-
feit of them and are sometimes tempted to prune out
and go back to first principles and the simple business,
but we know business of today is not simple anymore, it
is very much involved. The Government requires certain
forms and ceremonies to be observed before we can ship
a plant. The income tax requires other observances de-
manding modern methods and competition the most of
all.

Somewhere "in betwixt and between" there is a sane
common sense policy and practice that is best suited for
each individual business, and the best thing about it, is
the manager of that business has got to find it out for
himself and succeed or fail according to his judgment.

PLANNING AHEAD The manager who plans and
makes up his schedule for the
year or season at least and tries to get his organiza-
tion to work to it will get more accomplished than one

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.

SUGAR MAPLE, 5 to 7 feet, once transplanted, for lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum

Cherry and Quince

Small Fruits

Ornamental Trees

Shrubs

Evergreens

Paeonies

Perennials

Roses

W. & T. SMITH COMPANY

Geneva, N. Y.

77 Years

1000 Acres

Write for special prices

Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

January, 1923

NURSERY SPADES

EXTRA LONG STRAPS

and

REINFORCED AT
BEND OF HANDLE

also where

STRAP IS WELDED
TO BLADE

*Made in Either Square
or Round Point*

T. ROWLAND'S SONS, INC.

Cheltenham -:- Penna.

who lets each day or week bring its own work.

In the production end of the nursery business, planning ahead is a part of it, salable goods requiring from one to ten years to produce, naturally requires planning ahead. But whether you plan for the season or several years get it down on paper so you will have a schedule to work to and change if occasion requires.

The nurseryman is not so likely to fail in planning for production as he is for distribution or the sale of his stock. Here is where is revealed the real ability of the manager as a business executive, and where his plans should be thoroughly schemed out.

To really accomplish anything a schedule is a necessity. There is no better time to make them than the New Year. We know the old saying about good resolutions, but this has no bearing on the case whatever. Without a plan and schedule the manager is really a subordinate in his business; the business is running him rather than he the business.

It is a difficult matter to make out a plan and schedule, even six months in advance, that can be carried out in its entirety, as many things will arise to upset them. Plan your policy for the present year and live up to it as nearly as possible; it will give those under you at least something to work to. Get the various phases of business clearly in mind, the chances are nursery routine will largely take care of the production end of the business. But this is far from being the case with the distribution or sales. There are advertising plans to be schemed out to the extent of possible appropriations, and in these days of speed and progress, it is necessary to keep up with the best even if not possible to get a few jumps ahead.

PERSONALS

California seems to be the Mecca of many nurserymen this winter, all of which indicates that the nursery business is not at its worst.

Mr. and Mrs. Henry Chase, of Huntsville, Ala., have been there for several weeks, but are expected home about the middle of January. They will stop at Kansas City on their way back so that "Henry" may attend the meeting of the Executive Committee of the American Association of Nurserymen of which he is a member.

Mr. and Mrs. Wm. Flemmer, Sr., Springfield, N. J., will leave for the coast about the second week in January.

Mr. and Mrs. C. R. Burr, Manchester, Conn., recently made an eight-day trip to Bermuda. "Cliff" says he was on his back thirty-six hours and did not care if the boat went to Davy Jones or not. It was all one to him. He swears the waves were seventy feet high. Anyhow, now that its over and he has his feet on solid ground again, he declares that "A sea trip is one of the finest things a man can take."

He hardly got back before he went off to California—early in December—covering some seven thousand miles, returning home Christmas day.

Charlie Perkins dropped into Huntsville, Ala., about the middle of December, and a few days before Christmas. Wm. Flemmer, Sr., and Thomas B. Meehan also found their way there. They also made a hurried call

on "Joe" Howard, at Hickory, and "President" Paul Lindley at Pomona, N. C.

Sardis, B. C., December 11, 1922.

Editor National Nurseryman,
Easton, Md., U. S. A.

Dear Sir:

Three years ago I noticed through the medium of your paper that a certain nursery company, I think in New York State, was making a specialty of growing the Japanese multiflora rose as a stock for budding.

Unfortunately I cannot recall the name of this company, and as I would like very much to know just what success others are having with this stock, I will be much indebted to you if you will give this letter publicity through the "National Nurseryman."

We have been experimenting with this stock here for some years and find it very desirable in many ways.

We find that the seed germinates well the first year, which obviates the necessity of stratifying for one year.

When planted out the seedlings make rapid growth and are ready to bud earlier than plants from cuttings of Manetti. This is a great advantage when much budding has to be done in a limited time. We also find that most varieties take kindly to the stock and make good growth the following year, and when budded low, below the crown, it is practically suckerless.

We find also that this stock roots very easily from cuttings, and if the eyes which will be below the bud are carefully cut out there is little trouble from suckers.

I would like very much to know if any nurseryman has made any experiments as to the hardiness of the Japanese multiflora, and I think a report from nurserymen located in the States of Illinois, Indiana, Ohio and New York would be most interesting to the fraternity as a whole as many of us are inclined to look upon anything Japanese as not being suitable to the more rigorous sections of this continent.

Thanking you, sir, for your courtesy,

Yours truly,

H. M. EDDIE.

A NEW NURSERY AT SPARTANBURG, S. C.

A nursery has been organized and installed at Spartanburg, S. C., on the National highway, three miles west of the city.

Mr. Arch B. Calvert, of Spartanburg, is president; Mr. C. O. Allen, of Greenville, secretary and treasurer; Mr. L. B. Smith, of Greenville, general manager, and Claude Miller, formerly with Texas Nursery Co., of Sherman, Texas, is resident manager and superintendent.

WHAT ORGANIZATION WILL DO

November 15 marked the tenth anniversary of the organization of the Sun-Maid Raisin Growers. During the ten year period the annual production has jumped from 70,000 tons to 225,000 tons and where there was always a holdover of 30,000 to 40,000 tons prior to the organization of the association, every crop since the organization has been successfully marketed.

We are offering our Thirty-Third consecutive crop of

APPLE SEEDLINGS

THESE seedlings receive our personal attention from the preparation of the seed until stock is packed for shipment.

They are thoroughly cultivated and sprayed and are absolutely free from disease.

We guarantee satisfaction

J. H. SKINNER & CO.
TOPEKA, KANSAS

ELIMINATE THE DELIVERY AGENT.

BY PETER F. WILLIAMS, *President of the Perry Nursery Co., Rochester, New York.*

SHIP FROM NURSERY TO THE PLANTER DIRECT

Prior to the war, like many other nursery concerns The Perry Nursery Co., used to depend upon local agents to deliver our orders and make collections.

Our salesman would go into a town, make a house to house canvas for retail orders and then look up a delivery man, arrange with him to take care of the delivery of the orders when they were shipped and make collections, entering into a signed contract to take care of the business.

Too often the salesman failed to sign up a suitable delivery agent and to engage one by mail entailed a great deal of correspondence and was generally unsatisfactory.

These delivery men we had to pay anywhere from 8 to 10%. During the War and for some time thereafter, we found it almost impossible to get responsible delivery men, often it would run well into shipping time when, as a last resort, we would have to hire most any "Tom, Dick, or Harry" and pay exorbitant rates such as 10% gross and even 12 to 15%.

During this same period of unsettled conditions, we got a certain percentage of large orders, which were boxed or baled separately and sold for direct shipment to the purchaser, the purchaser settling with us direct. On checking up these orders we found that we made very satisfactory collections. So the question arose, "Why not put our entire business on a "Ship Direct" basis packing every order individually, sending stock so far as possible by Parcel Post. Stock that packed too large to go in this way, shipping by Express, in all cases C. O. D. we, of course, paying the carriage charges.

We have had such splendid success with this method of shipping that we are glad to tell our other friends in the nursery business, who are still shipping in the old fashioned way, to delivery agents, about this newer method.

The expense of packing the stock is no greater than under the old fashioned way and the carriage charges, including the cost of C. O. D. and remitting, do not equal the amount that was formerly paid to delivery agents. In fact, we find a substantial saving.

We are so enthused over this new plan of shipping that we have destroyed all of our old style of order blanks and the various form letters that were used in the hiring of and following up of delivery agents.

The Post Office Department has given us permission to use a special C. O. D. tag, giving instructions adapted to our own business, and the Express Company have permitted our special instructions to be printed on the C. O. D. envelope which they furnish.

The question may here arise, what if a shipment is refused or uncalled for, or a purchaser wished the privilege of examination, etc.? Our answer is that we have this all thoroughly covered with various printed forms. But these troubles represent but a very small percentage of our total shipments.

We believe we were the first agency nursery concern

making shipments direct to the purchasers by Parcel Post or Express C. O. D. Our entire business is now on this basis and this plan of shipping has now been adopted by Brown Brothers Co., First National Nurseries, Herick Nursery Co. Inc., Federal Nurseries, Inc., Barry Nursery Co., and Willems' Sons' Nurseries.

We have had inquiries through the mail from a number of other nursery concerns interested in adopting this plan of shipping and collecting, some nursery concerns going so far as to send representatives to our office to interview us in person. One of these companies wrote us just recently that, they had tried out this C. O. D. "Ship Direct" plan this past fall on a considerable amount of business, that the results have been so good that they are thinking seriously of extending it considerably.

Even the Post Office Department think favorably of our Parcel Post shipments and our special instructions to postmasters as is evidenced by the following letter from the postmaster at Manchester, Conn. "The Post Office Department at Washington in a communication to this office has complimented the C. O. D. money order tag which your firm is using in its shipments. The Department approves the tag and recommends its use at this office. May we ask you to send us by mail two samples of each of the tags which you are using?"

In this connection will say that we will be very glad indeed to send samples of the different tags and forms to any one who may write us for same.

THE MICHIGAN ASSOCIATION OF NURSERYMEN

A new Nurseryman's Association was organized December 7, 1922 at the Pantlind Hotel, Grand Rapids, Michigan under the title of the Michigan Association of Nurserymen.

Its object is to further all commendable Horticultural developments, promote clean competition, create a more wholesome feeling between the Nurseryman and the consumer of his products, and further the interest of the Nursery business with respect to just State Legislation.

About twenty-five Michigan Nurserymen were represented at this meeting and an active Association of Nurserymen for the State of Michigan was formed and the following officers elected for the coming year.

President—B. J. Manahan, Detroit, Michigan. Vice President—W. F. Ilgenfritz, Monroe, Michigan. Secretary—Treasurer—C. A. Krill, Kalamazoo, Michigan.

Executive Committee—Ed. G. Greening, Monroe, Michigan, for 2 years. Geo. A. Hawley, Hart, Michigan, for 2 years. R. J. Coryell, Birmingham, Michigan, for 1 year. F. E. Beatty, Three Rivers, Michigan, for 1 year.

Constitution and By-laws were formulated and accepted at this meeting and certain plans were made for close cooperation between Michigan Nurserymen and the National Association of Nurserymen from now on.

It was decided to hold the annual meeting each year in December at the time and place the Michigan Horticulture Society have their meeting as it was felt that Michigan nurserymen and State Horticulturists had a great deal in common and that the future success of Michigan

520 Acres

True to Name Plants

FOR THE BEST STRAWBERRY PLANTS

SEND TOWNSEND'S
YOUR ORDER

Ask for Price List. We Can Save You Money.

E. W. TOWNSEND & SONS
WHOLESALE NURSERY

Salisbury

Maryland

Own Root Field Grown Roses

QUALITY and SIZE *Right*

Following Varieties

100 Wm. R. Smith	75 Jonkheer J. L. Mock
100 Helen Good	100 Red Letter Day
100 Rhea Reid	75 Radiance
100 Mrs. B. R. Cant	50 Mrs. Aaron Ward
800 Cl. American Beauty	900 Nova Zembla (White Conrad F. Meyer)
100 Pink Maman Cochet	150 Conrad F. Meyer
100 White Maman Cochet	800 General Jack
100 Gruss an Teplitz	250 Jubilee
700 Dr. W. Van Fleet	800 Magna Charta
50 Alex Hill Gray	100 Mad. Masson
75 Souv. de President Carnot	250 Anne de Diesbach
1000 Kaiserin A. Victoria	400 Frau Karl Druschki
	500 Dr. Huey

Prices Quoted on Application

THE GOOD & REESE COMPANY

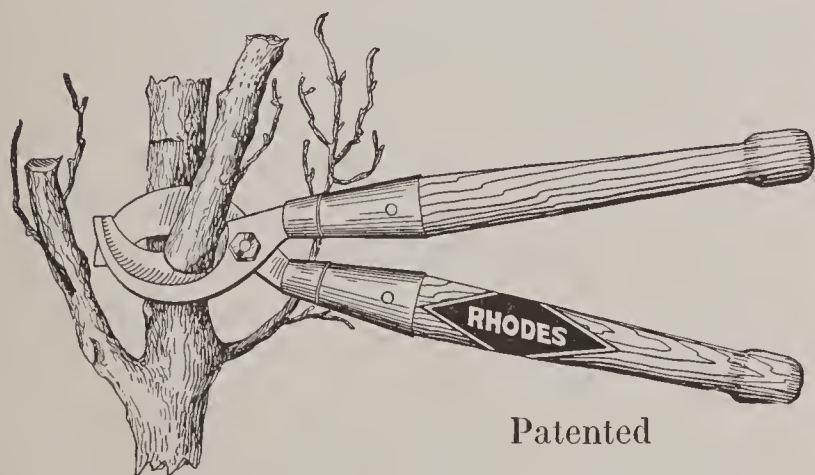
The Largest Rose Growers in the World.

SPRINGFIELD, OHIO

Dept. E.

RHODES DOUBLE ..CUT.. PRUNING SHEARS

In Use Throughout the World



Patented

The finest cutting and best made pruner on the market and the only one that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes.

They are advertised in all the leading journals throughout the country and will prove a profitable line for you to handle. All goods delivered.

Send for circular and trade discounts.

Rhodes Mfg. Co., 324 S. Division Avenue,
Grand Rapids, Mich.

L. R. TAYLOR & SONS

TOPEKA - - - KANSAS

*We Are Writing This Adv. on
NOVEMBER 23rd*

We Are Digging Our
APPLE SEEDLINGS NOW

Try Our
Late Dug, Well Matured
Seedlings—They Give
Results

fruit depended a great deal on the cooperation between the grower of the trees and the producer of the fruit.

It is hoped that a good live program will be arranged for the meeting of December 1923. Meeting adjourned.

TENNESSEE STATE NURSERYMEN'S ASSOCIATION

The annual Convention of the State Horticultural Society, the annual Convention of the Tennessee State Nurserymen's Association and the State Beekeepers' Association will be held in Nashville, January 30th-31st and February 1st respectively. Three sessions, one in the morning, afternoon and evening, will be devoted to each of these Conventions during the three days. The headquarters selected are Hotel Hermitage and from letters received and the interest taken the Convention will have a large attendance.

The Horticultural Society has a paid up membership of 252, the State Nurserymen's Association 174, and the State Beekeepers' 123.

For other announcements and programs write to the Secretary, Professor G. M. Bently, 406 Morrill Hall, University of Tennessee, Knoxville, Tennessee.

CONNECTICUT NURSERYMEN'S ASSOCIATION

The Connecticut Nurserymen's Association will hold its annual meeting at the City Club, Hartford, Connecticut, on Wednesday, January 24th.

F. J. RIPPIN,
Secretary.

EASTERN NURSERYMEN'S ASSOCIATION

The annual meeting of the Eastern Nurserymen's Association will be held on January 17, 1923, at 10 o'clock, at the

ADELPHIA HOTEL, PHILADELPHIA, PA.

The Executive Committee has arranged a very interesting program and for a special luncheon to be served for the members.

Every member is expected to attend. The association was organized about a year ago to look after the interests of the nursery trade in the Middle Atlantic States and a strong effort is being made to get every nurseryman in the district to become a member.

GORDONIA PUBESCENS

An article appeared in the "Evening Star" Washington, D. C. reviving interest in the *Gordonia Pubescens* or *Franklinia Alamaha* as the newspaper has it.

TRACE OF AMERICA'S LOST TREE

SOUGHT IN EXPEDITION TO GEORGIA

Only Half Dozen Remain in World, With Chevy Chase and Hyattsville Having Some of Them

Steps for the conservation of two of the remaining half dozen or so specimens of the famous "lost tree" of America, the almost extinct *Franklinia* genus, growing in Chevy Chase Circle, are to be taken by private interests in view of the lack of public funds, it is disclosed.

The National Lumber Manufacturers' Association learned of the plight of these lonely survivors of an old and exclusive American forest line and volunteered all necessary assistance, only to find that the Chevy Chase Citizens' Association and P. L. Richer and Edgar T. Wherry, scientists of the Department of Agriculture, already had taken up the task. It will consist of pruning the neighboring trees in the neglected park thicket to admit more sunlight and in cultivating and acidulating the earth around the two *Franklinias*. Now, that these trees are to be saved, if possible, the National Lumber Manufacturers' Association has taken up the question of whether the *Franklinia* is really lost in its natural environment, and is contemplating the sending of an expedition to make a systematic search for the lost tree in the limited range once occupied by it in southern Georgia.

The *Franklinia* was first found by John Bartram of Philadelphia, in 1765, in the Altamaha river valley in Georgia, near Fort Barrington, and had never been found elsewhere. Bartram had the distinction of being botanist to the King of England, and was in Georgia on a botanical collecting trip when he found these rare trees and named them after Benjamin Franklin. The region was revisited by his son, William Bartram, in 1773, and again in 1778, when he collected *Franklinia* seed to distribute among nurserymen in this country and Europe. In 1790 Dr. Moses Marshall visited the Fort Barrington region and identified the trees. So far as known this is the last time any of them were "officially" seen in the original locality. There is no definite record concerning *Franklinia* from 1790 to 1881, although nurserymen repeatedly visited the Fort Barrington region to get seedlings and seeds and thereby probably exterminated the tree in its natural site. The plants were listed extensively during this time by nurserymen here and in Europe and presumably were distributed extensively.

During 1881, H. W. Ravenel, a well known botanist of Aiken, S. C., made two trips to the Altamaha valley, and a friend of his made several other equally fruitless trips in search of the lost tree. There are very complete directions for finding the locality, in the publications of William Bartram, and the original home of the *Franklinia* trees has been searched over many times. Not a year passes without several botanists or nurserymen aspiring to the honor of discovering the long lost trees. The latest search was made by Dr. Edgar T. Wherry of the bureau of chemistry of the Department of Agriculture, and Harry W. Trudell of Philadelphia, last June. All of these recent explorations, covering a period of more than forty years, have been futile. The presumption, therefore, is very strong that *Franklinia* has been eradicated in its native environment, but as there is dense brush and timber and difficult swamp in that section of Georgia, it is possible that a few specimens may have escaped the notice of the searchers. The tree is not very large, and except in the blossoming season, when its beautiful flowers—which have made it in such demand by nurserymen—would be very noticeable, it might pass unobserved. Bartram gave it a maximum height of only twenty-five feet, and the larger of the two trees at Chevy Chase is about that high and about five inches in diameter.

The *Franklinia* tree, it appears, requires an acid soil, and as the knowledge of the adaptation of plants to acid and alkaline soils was very limited until the last few years most of the trees put out by nurserymen died, despite the best of care as formerly understood. Only five gardens are known to have kept them alive. There is one tree in Georgetown, one in Hyattsville, Md., one or more in the Meehan nursery, Germantown, Pa., and one in Fairmount Park, Philadelphia. Some cuttings were taken this year from the Chevy Chase trees and planted in Delaware in what is considered an ideal location. The Chevy Chase, Georgetown and Hyattsville trees probably all came from the Meehan nursery at about the same time. The Chevy Chase trees were planted by the Chevy Chase Land Company when that suburb was being opened up many years ago.

According to Dr. Wherry, it will take a party of four or five persons about a month to cover every square yard of the locality in the Altamaha valley where the Bartrams found the tree. At the end of such a systematic search, Dr. Wherry says, it would be possible authoritatively to assert that the trees had become extinct in their home, if none was found.

The *Gordonia*, apart from its rarity, is too beautiful a thing to be lost without an effort to preserve it.

In addition to those mentioned in the above account there are several growing in the vicinity of Philadelphia and about ten years ago, the writer saw quite a nice

WE OFFER TO YOU

In All Grades

Apple Seedlings

Also

Apple Grafts

In Either Piece or Whole-root Grafts

M. L. TAYLOR

PERRY

KANSAS

SURPLUS STOCK

We offer to the trade a large stock of Elberta, Hiley and Hale's Early Rose June Budded peach trees. Delicious, Yates, Black Ben, Terry's Winter, Stayman's Winesap apple trees 1 and 2 years.

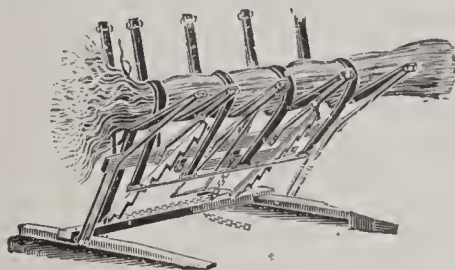
Lining Out Stock

100,000 feet of Brown Turkey and Celestial Fig wood.
500,000 Amoor River Privet (South) Seedlings.
100,000 California Privet Cuttings.
25,000 Ibota Privet Seedlings and Cuttings.
10,000 Lombardy Poplar Cuttings.
5,000 Deutzia Cuttings.
5,000 Seedling Water Oaks.

Wanted

Apple, Pear, Plum, Cherry, Seedlings, Small Evergreens, Flowering shrubs, Roses for LINING OUT this winter. Let us have your prices and variety lists. Send for our Wholesale Prices. We have been engaged in the Nursery Business since 1888.

THE CURETON NURSERIES
AUSTELL, GA.



The THOMAS TREE BALER

Place Your Order Early for These Balers

Owing to the death of the late J. W. Stevenson we will be limited as to output this first season.

To those who have never used a Thomas Tree Baler, we enumerate a few advantages over the old way of tree bundling.

1st—You save 25 to 33% box and car room by using our improved baler.

2nd—You will save the cost of baler during one packing season by eliminating the expense of expert labor over the old way.

3rd—You save money in less labor, freight, twine, straw and burlap, also the trees are baled without bruising.

These Balers Are Made in Two Sizes

Medium, \$35 F. O. B. North Bend, Nebr.

Large, \$40 F. O. B. North Bend, Nebr.

Terms, Cash With Order

*All Balers Are Tested Before They Are Shipped
Further Information on Request*

Sold By

G. A. MILLAR, North Bend, Nebr.

Successor to J. W. STEVENSON

HILL'S EVERGREENS FOR LINING OUT

Now booking for Fall 1922 and Spring 1923 delivery on choice lining out Evergreens as follows:

	Inch		Inch
Douglas Fir	x 8-10	Norway Spruce	o 6-8
Hemlock	x 8-10	" "	x 8-10
"	xx 12-18	" "	xx 12-18
Chinese Arbor Vitae	o 6-8	" "	xx 18-24
"	x 8-10	Colorado Blue Spruce	x 6-8
Juniperus Canadensis	o 6-8	" "	xx 8-10
"	xx 12-18	Austrian Pine	x 8-10
Juniperus Canadensis		" "	xx 12-18
Aurea	x 6-8	Jack Pine	o 10-12
Juniperus Pfitzeriana	x 8-10	Swiss Stone Pine	x 6-8
"	x 10-12	Dwarf Mountain Pine	x 6-8
Juniperus Procumbens	x 6-8	" "	xx 8-10
Juniperus Stricta	x 8-10	Ponderosa Pine	x 8-10
Juniperus Communis	o 6-8	" "	xx 10-12
Juniperus Sabina	x 6-8	White Pine	xx 10-12
Junip. Horizontalis	xx 10-12	" "	xx 12-18
Junip. Tamariscifolia	x 6-8	Scotch Pine	xx 12-18
Juniperus Scopulorum	o 6-8	Retin. Filifera Aurea	x 8-10
"	xx 10-12	Taxus Cuspid.	
Juniperus Virginiana	x 6-8	Brevifolia	x 6-8
"	xx 10-12	American Arbor Vitae	xx 10-12
"	xx 12-18	Compacta Arbor Vitae	x 6-8
"	xx 18-24	Pyramidal Arbor Vitae	x 6-8
Juniperus Counarti	xx 12-18	Rosenthals Arbor	
Juniperus Glauca	xx 12-18	Vitae	x 6-8
Juniperus Schottii	xx 12-18	White Tipped Arbor	
Pachysandra Term.	x 4-6	Vitae	x 6-8
White Spruce	x 8-10	Siberian Arbor Vitae	x 6-8
"	xx 12-18	Woodward's Globe Arbor	
Black Hill Spruce	x 6-8	Vitae	x 6-8

Each x indicates one transplanting.

o—Indicates never transplanted. Suitable for bedding out.

Send for catalog, prices and samples. Let us quote on your want list.

THE D. HILL NURSERY CO.

Evergreen Specialists—Largest Growers in America

Box 401

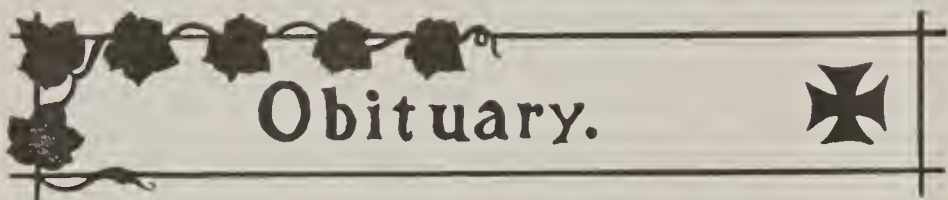
Dundee, Ill.

stock of plants in pots at the greenhouses of the U. S. D. of A. at Washington, under the care of George W. Olliver. It is possible there are other stocks in the country.

It propagates fairly easily from half ripened wood but the plants invariably dwindle away unless given special attention.

It is a plant that would fit in well at a nursery that is equipped for propagating and growing ericaceous plants such as the nurseries of Jackson & Perkins and Koster & Company, Bridgeton, New Jersey, to whom we respectfully suggest it.

There is undoubtedly a market for all that could be raised at good prices.



Obituary.

J. W. STEVENSON

Mr. J. W. Stevenson died on November 28th, 1922 at the age of eighty. Mr. Stevenson was proprietor of the North Bend Nurseries, North Bend, Nebraska. He was one of the pioneer Nurserymen of that State, going there in 1879 and doing business under the name of the North Bend Nurseries since 1882 and was one of the first to issue catalogs doing strictly catalog business.

P. D. Berry of Berry & Sons, Dayton Ohio, died December 13th, 1922 at the age of 62 years. Mr. Berry had been in the nursery business for over thirty-two years.

At one time he was associated with the Searff Nurseries at New Carlisle, Ohio. In 1902 he bought the farm on the Brandt Pike from which Mr. Searff with the aid of his sons went in for himself.

Besides the nursery business he did considerable landscape work.

He is survived by three children, Walter G. and Earl E. Berry and Mrs. J. G. Collison of Dayton, Ohio.

Samuel H. Rumph, Marshallville, Ga., died December 22nd at the age of 70.

Mr. Rumph was the originator of the Elberta and Belle of Georgia peaches, the former being named after his first wife.

GRADING

There was a time when the nursery trade did not grade at all, they merely listed the name of the plant and it was very much of a question what the customer was going to receive when he ordered it, he was just as likely to get a small seedling as a fairly well developed plant.

As the trade developed and competition became greater, nurserymen who were alive to needs of their customers began to give the height and talk about the actual condition of the particular plants they were offering.

In looking through an old nursery catalogue, published in 1876, it was extremely interesting to note there was not the slightest suggestions given as to lead the customer to know whether the plants would have to be shipped by mail or freight. Descriptions were confined entirely to describing the flower or plant.

The first step in grading was to give the height of the plant without reference to its stockiness, age or any information that would indicate the amount of labor and the care which had been expended upon it. Following this, nurserymen began to talk about the quality of their particular plants, indicating those that were very bushy and represented exceptional value.

It is only of late years that the trade as a whole has begun to realize the necessity of a real fixed standard of grading, which would convey to the consumer the knowledge of what he was actually purchasing.

Plants vary considerably according to the locality or soil in which they are grown and it is pretty generally recognized that mere height does not always indicate a true value or quality. Caliper comes nearer to it, even this is very misleading as all nurserymen know that transplanting adds greatly to the merchantable value of trees but at the same time retards their growth.

We are interested to know that some of the leading Nurseries are now indicating the number of times transplanted, which in combination with height and caliper gives about as near a value or grade as is possible with trees or plants that are produced by natural processes and not manufactured with mathematical precision.

There may come a time when the buying public will become so well posted as to know the age as well. The sooner however, the trade as a whole, adopts fixed standards of grading the better it will be for it, as it will make it difficult for the unscrupulous Nurseryman to do business in competition with the man whose policy is four-square.

THANK YOU, MESSRS. N. W. AYER & SON

The nursery trade owes at least "a Thank You" to the well-known advertising firm of N. W. Ayer & Son for their full page advertisement appearing in the Saturday Evening Post of November 11th.

While the advertisement was obviously to draw attention to their own business, the large cut of the poplar and elm with the text about the habits of these two trees to illustrate the type of service they give, advertised the nurserymen's products as much as their own business:

The elm grows roots that are deep and spreading. Expansion is its nature. Its fibres are tough and strong; it weathers wind and storm, it lives and grows for generations.

Business has its poplars—and its elms.

The one provides for the present alone; the other has thought for the future.

The one spends thousands of dollars for orders to-day, but not a cent for the good-will that makes growth for to-morrow. The other, while it spreads its branches now, spreads its roots, too, for new growth to-morrow.

"If you want a tree for to-day, plant the poplar; but if you want it to be there to-morrow, plant the elm."

For more than fifty years, Advertising Headquarters has been helping to plant the elm.

Rosa rugosa rubra and alba, strong, 2 yr. old plants and very strong 1 yr. old.
 Rosa multiflora japonica 2-4 and 4-6 m. m.
 Cuttings of the Bastard Rosa rugosa for budding and for growing rose stems.
 Treeroses and Half Standard Roses in excellent varieties.
 Populus volga, a cancer-free poplar, resembling the Lombardy.

Ask for Samples and Prices

Koster & Co.

-:-

Bridgeton, N. J.

RICE BROTHERS CO. Geneva, N. Y.

A		Fruit trees
General	on	Ornamental trees
Surplus		Shrubs and Roses

Write for prices.

W. T. HOOD & CO. OLD DOMINION NURSERIES RICHMOND :: VIRGINIA

We offer the following HIGH GRADE stock for Fall 1922 and Spring 1923:

Standard Pear 1 and 2 year—extra fine.

Apple 2 Year 11/16th and up.

(Delicious Staymans and Wine Sap)

Peach good selection of varieties.

Cherry 1 year, Sours and Sweets—very fine.

Amoor River Privet (South) 1 and 2 year, 18/24, 24/30 and ¾ ft., very fine.

California Privet one year, 12/18, 18/24 and 2/3 ft.

Send us your list for quotations.

FOREST TREE SEEDLINGS AND SHRUBS

We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as Bethula Nigra, Catalpa Speciosa, Cornus Florida. Elm, Poplar, Locust, Walnut.

SHRUBS, such as Altheas in varieties, Barberry Thunbergii seedlings, Calycanthus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttii. Write for quotations.

FOREST NURSERY COMPANY

Boyd Brothers,

McMINNVILLE, TENN.

"BEDFORD GROWN"

Muhgo Pines, 12-18 in.; Thuya's Globosa, 10 in. across; Hoveyi, 12-18 in.; Tom Thumb, 12-18 in.; Pyramidalis, 2-2½ ft.; Vervaeneana, 18 in., and Sibirica, 18 in.

Red Cedars, 18-30 in.; Hemlocks, 2½ ft.; Bush Box, 6-8 in.; American Arborvitae, 2-3 ft.

No better stock ever offered

Send for special price list covering also young potted evergreens for bedding out in early spring.

THE NEW ENGLAND NURSERIES, BEDFORD MASS.

The CASHMAN Trencher and Soil Firmer

Send for our Catalog
giving full Description
and Particulars



THE CASHMAN SOIL FIRMER AND TRENCHER

The above illustrations show both machines with one wheel lowered and the other raised for hillside or dead furrow work. By use of the side levers either machine can be run level at all times.

On the Soil Firmer the packer wheels, weighing 500 pounds each, are adjustable on the axle and the space between may be widened or narrowed to suit the occasion. We call attention to the steering lever by which the machine may be guided to either side independent of team; this is done by swinging rear end of tongue controlled by steering lever.

On the Trencher note construction of the shoe, designed to insure a clean, open trench from eight to twelve inches in depth. This shoe has proven to be a success in all kinds of soil.

Manufactured only by **CLINTON FALLS NURSERY COMPANY, Owatonna, Minnesota**

When writing to Advertisers please mention the National Nurseryman.

OPERATION OF THE RESTRAINT OF TRADE ACTS

Extracts From the Forthcoming Annual Report of the Secretary of Commerce for the Fiscal Year 1921-22

The country has now had many years' experience with the restraint of trade acts; they have received constant interpretation by the courts, and the working results in our economic fabric in some directions are out of tune with our economic development. No one would contend that there be relaxation in the restraints against undue capital combinations, monopoly, price fixing, domination, unfair practices, and the whole category of collective action damaging to public interest. There has been, however, a profound growth of understanding of the need and possibilities of cooperative action in business that is in the interest of public welfare. Some parts of these cooperative efforts are inhibited by law to-day, but, of much wider result, many are stifled out of fear or shackled from uncertainty of the law. The two latter factors are far more widespread than can be appreciated except through wide contact with economic activities, and they definitely impede our national progress upon right lines. Relaxation of the acts has already been given by legislation in favor of the farmer and trades-unions, but the farmer and laborer are being even more greatly injured by these destructive shackles upon business in many directions, which produce instability of employment and increase distribution costs, than they were by the direct influence of these acts upon their own affairs.

Abuses Leading to Legislation.

At the time the Sherman Act was passed the country was in the throes of growing consolidations of capital. These were consolidations of actual ownership, and the country was alive with deserved complaint of domination in business, in attempts to crush competitors with unfair practices and destructive competition. Collective action in its sense of benefit to public interest was much less known and, at any rate, was probably not contemplated as coming within the meaning of the act. In any event there is a wide difference between the whole social conception of capital combinations against public interest and cooperative action between individuals which may be profoundly in the public interest. The former extinguishes individualism through domination; the latter greatly advances it and protects it. Cooperative action has, however, struggled for development through the growth of chambers of commerce, trade associations, and conferences of one kind and another in an effort to meet various sorts of crises, to improve business standards, and to eliminate waste in production and distribution.

Greater Need for Cooperative Action.

It is true that some minority of such activities has been used as a cloak for action against public interest, but it is also true that a vast amount of action in public interest has been lost and even great national calamities brought upon us by lack of cooperative action. A case in point is that the instability of the bituminous-coal industry and the disintegration of its employers' associations by pressure under the restraint of trade acts contributed directly to the prolongation of the coal strike, as no adequate organization of operators existed which could meet and bargain with the workers, who were free from all restraint. The whole movement toward cooperative action arises from a fundamental need to which we must give heed. Where the objectives of cooperation are to eliminate waste in production and distribution, to increase education as to better methods of business, to expand research in processes of production, to take collective action in policing business ethics, to maintain standards of quality, to secure adequate representation of problems before the Government and other economic groups and to improve conditions of labor, to negotiate collectively with highly organized groups of labor, to prevent unemployment, to supply information equally to members and to the public upon which better judgment may be formulated in the conduct of business; then these activities are working in public interest. There are some twenty-odd different functions of cooperative action which are at same time in the interest of the different trades and the community at large. Any collective activity can be used as a cloak for conspiracy against public interest, as can any meeting of men engaged in business; but it does not follow because bricks have been used for murder that we should prohibit bricks. There is, moreover, a very wide differentiation between cooperative action open to an entire trade or region of a trade and capital combinations, because the former may be dissolved instantly without any disturbance of capital or production and does not represent increasing domination of a group of individ-

uals in a trade, but the democratic development of a whole industry.

It has often been argued that the original intent of the restraint of trade acts was not to inhibit any sort of economic collective action which was in the interest of public welfare, and that the time has come when the act should be limited so as to leave free all such action. Without entering upon debate as to the difficulties of such a course it is possible to consider a narrower field of liberalization of law; that is, for the law to be liberalized to the extent that cooperative organizations generally, as distinguished from capital consolidations, should be permitted to file with some appropriate governmental agency the plan of their operations, the functions they proposed to carry on, and the objectives they proposed to reach; that upon approval such of these functions as did not apparently contravene public interest might be proceeded with; that upon complaint, however, either of individuals or the law officers of the Government that these functions had reacted against public interest, then after a hearing before some suitable tribunal the right to continue these particular functions should, if the complaints are justified, be suspended. If thereafter these functions were continued, or if it should be proved that the activities had been extended beyond the functions in the original proposals, the organization should be likewise subject to prosecution under the present acts. Parties who did not wish to avail themselves of this privilege could continue in the present status.

All who know the situation in such matters will realize that the problems of cooperative action are mainly the concern of the smaller businesses. Such a measure as that suggested above would serve actually to protect small business and thus to maintain competition. Big business takes care of itself. Legitimate trade associations and other forms of business cooperation would be greatly stimulated along lines of public welfare if such a plan were adopted.

It appears to me that the time has come when we should take cognizance of these necessities if we are to have a progressive economic system. Its growing complexity, its shift of objective and service, require a determination based upon a proper sense of maintenance of long-view competition, initiative, business stability, and public interest.

TESTIMONIAL

It may have been because Representative Mann, who has just been called by death, was born on a farm that he was such a great lover of plants. Those who have known him intimately in Washington for the past twenty-five years found him always ready to work for any plan or project looking to the advancement of horticulture in this country.

He was particularly interested in trees, and spent as much of his time as could be spared from his multitudinous duties at the Capitol in collecting tree seeds in the various parks of Washington and in the surrounding country. It was not an uncommon sight in the fall of the year to see Mr. Mann with his pockets bulging with acorns and other seeds he had gathered. These seeds were sent to many of his friends, and quantities of seedlings were grown by him for widespread distribution.

For years Mr. Mann maintained a little private nursery near Chicago, where many thousands of plants were propagated by him and distributed to those who loved such things. Mr. Mann was particularly fond of roses and had a large collection of such plants. His great pride, however, was in his peony collection. For years he searched the world for new rare specimens of those plants, and his collection is one of the largest and best in the United States. Mr. Mann went quietly about his horticultural work, but when the records are made known, it will be found that during his long and useful life as a public servant and private citizen he has left a heritage in this field that will not soon be forgotten.

For December or February Shipment From France We Offer

FRENCH FRUIT and ROSE STOCKS

in a full assortment of sizes

Pears, Apples, Mahaleb, Mazzard, Myrobolan, Quince, Manetti, Multiflora, etc.

Grown and Exported by

VINCENT LEBRETON'S NURSERIES, ANGERS, FRANCE

whom we have represented as sole U. S. Agents for 20 years—which insures best grading, packing and shipping service. Well ripened stocks. Write for prices, specifically stating your requirements.

McHUTCHISON & CO. 95 Chambers St. - New York



T. S. HUBBARD CO., Fredonia, N. Y.

Growers of Grape Vines and Small Fruit Plants
For Garden and Vineyard Planting

Established 1866

Send for Catalogue

COMMERCIAL NURSERY CO.

GROWERS OF HIGH-GRADE NURSERY STOCK

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

Decherd, Tennessee

FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.

SMALL FRUIT—Raspberry, Blackberry and Currants.

FINE LOT OF GRAPES—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.

SILVER MAPLE—Sizes 1 to 4 in.

NORWAY MAPLE—Sizes 1 1/4 to 4 in.

CUT LEAF BIRCH, EUROPEAN SYCAMORE

Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

H. J. CHAMPION & SON

PERRY, OHIO

DO NOT FORGET!!!

RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

THOMAS B. MEEHAN CO., Dresher, Penna.

When writing to Advertisers please mention the National Nurseryman.

NOT PRICE



BUT QUALITY

TREE SEEDS

LET US QUOTE YOU OUR ATTRACTIVE PRICE

T. SAKATA & CO.

SEED GROWERS AND MERCHANTS

YOKOHAMA, JAPAN

Sakai-Cho, Opposite Park

Branch Office—20 East Jackson Blvd.

CHICAGO, ILL.

"International in Scope—Individual in Service"



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.

American Landscape School 54-G, Newark, New York

Established 1866

NAPERVILLE NURSERIES

— Growers of —

Trees, Evergreens, Shrubs, Perennials, etc.

Lining Out Stock

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE No. 1.

CONFERENCE ON EUROPEAN CORN BORER

Resolutions adopted by representatives of the United States and Canadian Departments of Agriculture, the New England States, New York and New Jersey Departments of Agriculture, Conservation, Forestry and Entomology at Albany, November 16, 1922.

RESOLUTIONS

Resolved, that it is the sense of this conference, composed of foresters, agriculturists, entomologists, and administrative officials from the New England States, New York and New Jersey and representatives of the United States Department of Agriculture and the Dominion of Canada, held at Albany, New York, November 16, 1922;

That, we approve the efforts made by State, Federal and Canadian authorities to control the corn borer,

That, we express a deep concern at the marked increase in the seriousness of the infestation shown in certain areas,

That, we emphasize the need of practical methods of handling extensive weed infestations in suburban and market garden areas,

That, we believe every reasonable effort should be made to restrict the spread of this insect, and,

That, we express our great appreciation of the work of the Canadian authorities through detailed investigation and effective control in badly infested areas, and we particularly commend their hearty cooperation in facilitating the transfer of produce from Canada to the United States.

CONFERENCE ON GYPSY MOTH

Resolutions adopted by representatives of the United States and Canadian Departments of Agriculture, the New England States, New York and New Jersey Departments of Agriculture, Conservation, Forestry and Entomology at Albany, November 16, 1922.

RESOLUTIONS

Whereas, the gypsy moth is one of the most destructive insect pests affecting forest, shade, fruit and park trees; and enormous damage has been caused by this insect in New England; and upwards of twenty millions of dollars have been expended by these states and the Federal government in their efforts at suppression and control, and,

Whereas, the spread of this insect constitutes a serious menace to the forest, shade, fruit and park trees of New York State and the territory south and west thereof, and,

Whereas, it has been demonstrated that in local infestations, as in the case of New Jersey, complete eradication may be possible, and that over wide areas general control measures to reduce damage and injury are practicable, and,

Whereas, owing to topographic features, distribution of different kinds of trees and feeding habits of the insect, it is believed that a control zone should be established from Long Island Sound, in a general northerly course, east of the Hudson River, through New York or New England, or both, for the purpose of permanently preventing the spread of this insect, therefore,

Be it resolved, that it is the sense of this conference composed of foresters, agriculturists, entomologists and administrative officials, from the New England States, New York and New Jersey and representatives of the United States Department of Agriculture and the Dominion of Canada, held at Albany, N. Y., November 16th, 1922.

That, sufficient appropriation should be obtained by the states interested and the Federal government for the purpose of continuing and strengthening present control methods in the infested areas, to eradicate the New Jersey infestation, to do necessary scouting for the discovery and destruction of border infestations, to determine the location of the most practicable place for a control zone, to take necessary steps to make control therein effective, and for the destruction of all infestations in and west of said zone.

FIRE AT THE "MOON'S" NURSERIES

About 2 o'clock on the morning of December 4th a fire was discovered in the office building of the W. H. Moon Company, Morrisville, Pa., by the night fireman-watchman. Immediately he sounded an alarm. In a few minutes men employed in the organization, housed on the premises, were at the scene of the fire with a fire equip-

ment of chemical kept constantly in readiness for such an emergency. With this equipment, they held the fire in restraint until engines from Morrisville had responded to a phone call.

In addition to the chemical used by the Morrisville Company, a hose line was run from the Pennsylvania canal near by, so that in about a half hour, the fire was extinguished.

It was found that the cause of the fire likely had been a faulty gas pipe emitting gas, which became ignited when it reached the boiler, employed as a heater for the building.

Letter files of the Company were badly damaged. The mailing lists were also partially destroyed along with some of the desks and furniture. In going over the letter files and cards that composed the mailing list, it was discovered that many at first thought completely damaged were legible, but the mass of charred, smokey papers has caused a state of confusion with this part of the office records that is bound to give a good deal of inconvenience for months to come.

The heat in the office building badly scorched the structure, and cracked the plaster. The smoke further damaged the walls so that it will be necessary to entirely renovate the inside of the building. The exterior, however, is in a substantial and good condition. On the ruins of the boiler room there is already under way a new addition to the office building, which is much needed by the firm during the Spring season. When this is completed and renovations made, the company again hope to have the comfortable, attractive office facilities that they have enjoyed for a number of years past.

The extent of the damage is not yet fully known, but we presume it to be in the neighborhood of \$3000, which is well covered by insurance.

INVENTIONS EXPOSITION

Our trade or profession is an extremely unselfish and altruistic one so that Nurserymen are not likely to be much in evidence at Inventions Exposition which will be held in Grand Central Palace, New York, February 17th to 22nd, 1923. Its object is to bring capital and inventive genius together and to show the public the progress that has been made in the various lines of Manufactures, Trade and Commerce.

Anyone with a developed and patented specialty, new invention, device, labor saving plan, process, formula, idea or anything salable, may exhibit, for which suitable prizes will be awarded.

It is too bad our trade has not the protection and encouragement as other lines of effort such as those that can patent their ideas. Anyhow it should be worth a visit as one can hardly imagine a place more likely to breed germs of progress than such a collection of the results of original thinking.

MORE BULBS PUT UPON UNLIMITED ENTRY LIST

Secretary of Agriculture Wallace has authorized, for a period not to exceed three years, beginning January 1, 1923, the addition of the following eight kinds of bulbs

KIRKMAN'S TREES

CALIFORNIA AND OREGON GROWN FRUIT TREES—GRAPE VINES

APPLES, CHERRIES, PEARS, PEACHES, PLUMS, PRUNES, ETC.

More than five million trees and vines growing in our several nurseries

Submit Your Want List

Car Lot Orders Solicited

(Member of the Nurserymen's Bud Selection Association of California)

Kirkman Nurseries

FRESNO, CALIFORNIA

P. O. Box 604

W. T. Kirkman, Jr., Pres.

For FUMIGATION With HYDROCYANIC ACID GAS "CYANEGG"

Sodium Cyanide in egg shape, each egg weighs as near one ounce as possible. Destroys scale insects on Fruit Trees, Nursery Stock, Plants under glass and in Greenhouses.

Manufactured in U. S. A. by

The Roessler & Hasslacher Chemical Co.
709-717 Sixth Avenue - - New York, N. Y.

BERBERRY SEEDLINGS

Our present crop is the best ever, both as to quantity and quality; also a nice lot of Ibota Privet and Ampelopsis Veitchii Seedlings.

We are now in a position to quote prices that we know will interest you and make you money.

C. E. WILSON & CO.

Manchester

Conn.

SPHAGNUM MOSS FOR NURSERY USE

FRESH, HIGH-GRADE STOCK

WRITE TO

A. J. AMUNDSON CO., City Point, Wis.

Vincennes Nurseries

W. C. Reed & Son, Prop., Vincennes, Ind.

OFFER FOR FALL 1922 SPRING 1923

Cherry, 2 Year, all sold

Cherry, One Year, 11/16 up

Cherry, One Year, 9/16 to 11-16

Cherry, One Year, 7/16 to 9/16

Cherry, One Year, 2 to 3 feet

Keiffer Pear, 2 Year, all grades

Peach, One Year, Leading Varieties

Plum on Plum, 2 Year, European and Burbank

Hansen Hybrids, 2 year, on American Roots

Plum and Apricots, One Year, on Peach

Gooseberry, One and Two Year

Our Blocks of One Year Cherry are largest in the U. S.

Grown on New Land. Buy Early and be assured of a supply.

LINING OUT STOCK

We have our usual complete list of lining
out stock to offer this year

We Can Ship Any Time You Direct

Write for Price List

THOMAS B. MEEHAN CO.
WHOLESALE NURSERYMEN
DRESHER, PENNA.

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or if you wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties growing in our experimental grounds that are not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out.

THE GARDNER NURSERY CO., Drawer 103, Osage, Iowa.

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.

DERRY N. H.

to the list of bulbs permitted unlimited entry under Regulation 3 of Quarantine 37:

Chionodoxa (glory-of-the-snow).
Galanthus (snowdrop).
Scilla (squill).
Fritillaria imperialis (crown imperial).
Fritillaria meleagris (guineahen-flower).
Muscari (grape hyacinth).
Ixia.
Eranthis (winter aconite).

This action is taken as a result of the bulb conference held at the United States Department of Agriculture, October 30, 1922.

WANTED

SITUATION WANTED

As Manager or Superintendent, by man of wide experience and thoroughly competent to take entire charge of ornamental or fruit nursery. Up-to-date knowledge in propagation and all nursery practices. Understands office routine and care of correspondence. References.

Box 15, Care of National Nurseryman.

YOUNG AMERICAN WOMAN, educated, of foreign residence, experienced in business desires position with firm exporting to Spanish speaking countries.

ADDRESS MISS G.

1231 S. Boulder St.

Tulsa, Oklahoma.

BIG LEADING FRENCH NURSERY FIRM

requires an Agent to sell Nursery Stock in America: Fruit and Rose stocks. Good references required. Apply to

Box 16, NATIONAL NURSERYMAN

WANTED—Young blood in an old established Nursery business.

Our sixty acres of splendid deep tilled land, filled with a fine stock of trees and shrubs are one and one-half miles from the Chicago City limits and thirty minutes from the heart of the South side of the City.

Have deep well and our own water system, good paved roads and Chicago telephone.

We have a live clean going business. We can refer to any commercial agency or nurseryman.

A grand chance with good prospects for a live energetic forceful man who can sell Landscape Work. Want one with a clean record, who can make good.

BEAUDRY'S NURSERY COMPANY

103rd., Street & So. Crawford Ave.,

Oak Lawn, Ills.

AMERICAN FLORIST'S TRADE DIRECTORY

New Edition Price \$5.00, Postpaid

For Sale by

NATIONAL NURSERYMAN PUB. CO., Inc.

HATBORO, - - - PA.

ESTABLISHED 1893

THE NATIONAL NURSERYMAN

INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock.

Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

SUBSCRIPTION PRICE \$1.50 per year in advance. FOREIGN SUBSCRIPTIONS \$2.00 per year in advance.

ADVERTISING RATES ON APPLICATION

THE NATIONAL NURSERYMAN PUBLISHING COMPANY Incorporated

Subscribers to "Nurserymen's Fund for Market Development."

HATBORO, PENNA.

When writing to Advertisers please mention the National Nurseryman.

Why Not! Place an Advertisement in Our Columns and Increase Your Business, as Others are Doing

NOTICE!

Our business is GROWING APPLE and PEAR trees on contract for Nurserymen—Dealers and large orchard Companies, we have a soil and climate unsurpassed for growing the finest Apple and Pear trees on earth and we know how to grow them scientifically, the best ever, we want to close contracts for the growing of 200,000 Apple and Pear trees one and two year old for 1923 and 24 if your out for trade builders Mr. Nurseryman and Dealer let us hear from you and Mr. Orchard Company if you want your trees grown from your own bearing orchards get in touch with us,

BOUNTIFUL RIDGE FARM & NURSERIES

PRINCESS ANNE, MD.

LANDSCAPEMAN'S PHOTOGRAPH OUTFIT

Our new landscape photographs and folders of shrub and perennial flowers are considered by many landscapemen and nurserymen the best thing they have seen for use in taking landscape orders and selling shrubs and perennials.

The landscape views with plans and lists of plants we offer are an a-number-1 asset in your business. These views set out the house and planting in color also gives the planting plan. SO IT IS AN EASY MATTER TO PLANT FROM OUR VIEWS.

It is of great importance that the landscapemen secure an outfit from us and get the big satisfaction that is sure to come.

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4 Volumes, 1900 Edition, In Good Condition

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To close estate, nursery business will be sold at a sacrifice. Established for over forty years. One of best known nurseries doing a catalogue business in this section. Price \$18,000.

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North Bend, Nebr.

Retinosporus Pisifera, Squarosa Veitchii

Per 100 and per 1000

AUDUBON Nursery, H. Verzaal, Prop., P. O. Box 275, Wilmington, N. C.

CALIFORNIA PRIVET

Asparagus Rhubarb Cumb. Raspberry

Well Rooted, Vigorous Plants

PEACHES in Assortment

Apple Buds and Grafts Barberry Thun.

A Good Supply of

Hydrangeas, Deutzia, Spirea, Evergreens
and Shade Trees

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Westminster, Md.

THE J. H. FOSTER NURSERY Fredonia, N. Y.
Successor to Foster—Cooke Co.

Grower of Grape Vines, Currants and Gooseberries, in both 2 yr. No. 1 and 1 yr. No. 1. Have a surplus of the leading varieties in 1 yr. No. 1 and can furnish 2 yr. No. 1 in most of them.

Write for quotations before placing your order, you will find any prices right also grade. Can make early or late shipments.

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with that
Wonderful Root System

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28 Acres in Perennials

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Ozark Mountain Grown Trees

Berry Plants, California Privet, Peach Pits, etc.

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FAYETTEVILLE, ARKANSAS

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Established 1878

OREGON GROWN SYCAMORE MAPLE

(Pseudo Platanus)

12,000 1 yr.

15,000 1 yr.

12,000 1 yr.

10,000 1 yr.

3 to 3½ feet

2 to 3 feet

18 to 24 inches

12 to 18 inches

Beautiful, clean, straight stock for lining out. Ready for shipment after December 1st, 1922.

*Will Be Pleased to Quote You Our Prices
They Are Right*

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A. Miller & Sons, Inc.

MILTON, OREGON

Wanted

Wanted

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50 Thousand June Buds

5 Thousand Grape Vines, 2 Years, Strong

One Car of Fruit Trees, 3-4 up

Can handle job lots in car lots. Spot Cash.

LONG ISLAND NURSERIES

Brooklyn Hills, N. Y.

HEADQUARTERS FOR DEWBERRY PLANTS

Can also supply **STRAWBERRY PLANTS, ASPARAGUS ROOTS, GRAPE VINES AND CALIFORNIA PRIVET.**

Will ship to you or direct to your customers under your own tags.

Quality and prices justify your patronage.

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PEACH PITS

The Howard -- Hickory Co.

Hickory

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N. C.

We Are Large Growers of Fruit and Nut Trees, Ornamentals and ROSES. Give Us a Trial. We Know the Quality of Our Stock Will Please You.

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*It will be to your advantage to order seed
now for fall planting, 1923*

J. Van Lindley Nursery Co.

Pomona, N. C.

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(Established 1841)

The BEST and OLDEST horticultural paper in
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Send for free copy and subscription rates to:

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Wishing to do business with Europe should send for the
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This is The British Trade Paper being read weekly by
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the best Continental houses. Annual subscriptions to cover
cost of postage, \$1.50. Money orders payable at Lowd-
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cants should, with the subscription, send a copy of their
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sery or seed trades. Address

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Lowdham, Notts, England

HORTICULTURE

A WIDE-AWAKE PAPER FOR

NURSERYMEN, FLORISTS AND GARDENERS
Contains special features not found in any other trade
journal.

*Issued Twice a Month
Price, \$1.00 a Year.*

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RUTHERFORD, NEW JERSEY

*Palms and Greenhouse Stock, Roses in Bush, Stand-
ard or Tree Form, Evergreens, Trees and Perennials.*

*Boxwood, Rhododendrons, Andromedas, Ericas, Azaleas,
Japanese, Ghent, and Mollis. Send Us Your Want List.
Inspect Our Stock.*



SCARFF'S NURSERY

Headquarters for

Small Fruit Plants

and LINING OUT STOCK

Our list quotes lowest prices.

Strawberries	Grape Vines	Asparagus
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Gooseberries	Sage	Russian Olive Seedlings
	Horseradish	

W. N. SCARFF & SONS
NEW CARLISLE OHIO

EUROPEAN SYCAMORE, SILVER MAPLE

And Other Shade Trees in All Sizes

A Fine Lot of

CALIFORNIA PRIVET

12-18 in. and 18-24 in.

And Hardy Shrubs of All Kinds

Also a Limited Supply of Fruit Trees and
Small Fruit Plants

T. B. WEST & SONS

Maple Bend Nursery

Perry, Ohio

CHARLES DETRICHE & SON

ANGERS, FRANCE

Growers and Exporters of Fruit Tree Stocks,
Forest Tree Seedlings, Rose Stocks, Shrubs and
Conifers for Nursery Planting.

For all information as to Stocks, Prices, terms, etc., address

JACKSON AND PERKINS COMPANY,
(Sole Agents)

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Native Broad-leaved

EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous
Plants of the Blue Ridge Mountains, including: *Kalmias*,
Rhododendrons, *Leiophyllums*, *Andromedas*, *Tsugas*,
Azaleas, *Corylus*, *Oxydendron*, *Zanthorhiza*, *Ampelopsis*,
Lonicera, *Shortia*, *Iris*, *Liliums* *Stenanthium*.

Approximately 500 species

Collections to Order in Carlots a Specialty
Correspondence from large planters solicited.
ASK FOR PRICE LIST

E. C. ROBBINS, PINEOLA,

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North Carolina

TREES

Largest assortment in New Eng-
land. Evergreens, deciduous trees,
both common and rarer varieties.
Sturdy, choice stock that can be
depended upon. Send for catalog
at special trade prices.

The Bay State Nurseries

North Abington
Mass.

SHRUBS

This New England soil and cli-
mate produce fine sturdy shrubs.
Special trade prices. By the thou-
sands, hardy Native and Hybrid Rho-
dodendrons—transplanted and accli-
mated. Send your lists let us est.

YES

We still have a
large stock of

EVERGREENS

Including a good
supply of the scarce
medium sizes.

Trees and Shrubs also.

We are headquarters
for *Taxus Canadensis*,
Pinus Mughus, *Rhodo-*
dendron Carolinianum
and *Azalea Kaempferi*.

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Manufacturers of

STEEL BOX STRAPPING

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AN ESSENTIAL TO FINISH YOUR JOB

AT A NEGLIGIBLE PRICE.

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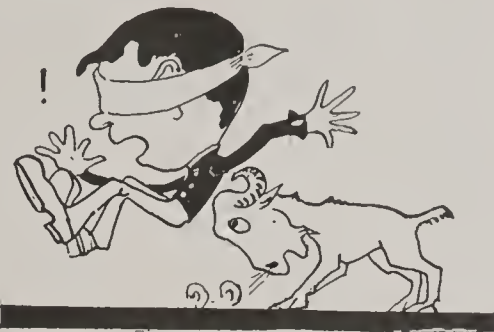
WRITE FOR PARTICULARS

American Steel Band Co.,

888 Progress Street,

PITTSBURGH, PA.

A. A. N. says—



Send Us the Name of One New Member—

The Goat Will Do the Rest!

Eighty-seven and forty-three-one-hundredths per cent. of the members of the American Association of Nurserymen have failed to do their duty!

It causes us immeasurable pain to record that fact—but the fact remains!

On the basis that every member should get at least one new member, the aforesaid percentage of you members *have failed*.

Possibly—though we doubt it—it is not possible for every member to get one new member.

But certainly it IS possible for every member to send in the name of at least one good prospect for membership.

If you will do *that*—we will try to do the rest.

At the top of your list of New Year's resolutions—put this one:

Before I put aside this paper, I will fill in the blank below.

AND THEN DO IT!

Mr. F. F. Rockwell,

*Care of AMERICAN ASS'N OF NURSEYMEN,
Bridgeton, New Jersey.*

I suggest for membership in the A. A. N. the following firm:

Name

Address

Type of Business

Recommended by

APPLE TREES—2 Year Budded

	1 In. $\frac{3}{4}$ In.
Paragon (M. B. Twig)	200 400

APPLE TREES—1 Year Budded and Grafts

	4 to 6 Ft. $\frac{5}{8}$ and up	4 to 5 Ft. 9/16- $\frac{5}{8}$	3 $\frac{1}{2}$ to 5 Ft. $\frac{1}{2}$ -9/16	3 to 4 Ft. 7/16- $\frac{1}{2}$	2 to 3 Ft. $\frac{3}{8}$ -7/16
Baldwin	2000
Ben Davis	200
Delicious	2000	...	2000
Gano	1000
Grimes Golden	3000	2500
Jonathan	300
Lowland	100
Raspberry	1000
McIntosh	100	100
Maiden Blush	100	100
Oldenburg (Duch- ess)	300
Paragon (M. B. Twig)	300
Rome Beauty	4000	3000	2000	2800	1200
Stayman's Winesap	6000	6000	4000	3000	2000
Wealthy	3000	2500	2000
Williams E. Red	2000	1500	1000
Winesap	1000	2000	1000	700	300
Winter Banana	200	400	100	50	50
Yellow
Transparent	4000	8000	4000	4000	4000
York Imperial	1000	500
R. I. Greening	...	1000	1000	1000	1000

KIEFFER PEAR TREES—3 Yr. Budded

	6-7 ft. 1 in. up	5-7 ft. $\frac{3}{4}$ -1	5-6 ft. 11/16	4-6 ft. $\frac{5}{8}$
Kieffer	5000	8000	7000	3000

KIEFFER PEAR TREES—1 Yr. Budded

	5-7 ft. 11/16 $\frac{5}{8}$ -11/16	5-6 ft. $\frac{1}{2}$ - $\frac{5}{8}$	4-5 ft. 7/16- $\frac{1}{2}$	3-4 ft.
Kieffer	8000	12000	5000	3000

QUINCE TREES—1 Yr. Budded

1000 Champion	1000 Orange
---------------	-------------

BLACKBERRIES

8000 French Lawton
4000 Lawton
1200 Snyder
400 Ward
25000 Early Harvest
8000 Iceburg
300 Ohmer
400 Rathburn

GRAPE VINES—2 Yr. No. 1

5000 Concord	5000 Niagara
2 Year No. 2—Same Varieties	
1 Year No. 2—Concord	

RASPBERRIES

10000 St. Regis	3000 Loudon
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California Privet

5000—3 to 4 ft.	5000—12 to 18 in.
15000—2 to 3 ft.	15000—18 to 24 in.

Boxwood-B sempervirens

12 to 18 in.	18 to 24 in.
30 to 36 in.	24 to 30 in.

FLOWERING SHRUBS

All Shrubs, extra heavy clumps
Coral Berry
Carolina Allspice
Deutzia, Double White
Deutzia, Pride of Rochester
Golden Bell (assorted)
Mock Orange, Common
Spirea Van Houttei
Sweet Scented Shrub

PEACH TREES—One Year Budded

	1 In. 7 ft.	$\frac{3}{4}$ In. 6 to 7 ft.	9/16 In. 5 to 6 ft.	$\frac{1}{2}$ In. 4 to 5 ft.	7/16 In. 3 to 4 ft.	5/16 In. 2 to 3 ft.	1 to 2 ft.
Belle of Georgia	2000	8000	9000	12000	14000	6000	4000
Brackett	...	100	100	500
Carman	100	500	...	4000	4000	3000	2000
Elberta	2000	5000	6000	8000	8000	8000	8000
Hiley	100	500	1000	4000	9000	9000	9000
Krummels	200	500
Late Crawford	100	100	500	1000	500

PLUM—1 Yr. Budded on Plum Roots

100 Abundance	100 Lombard
100 Burbank	100 Imperial Gage
100 Bradshaw	100 Red June
100 German Prune	400 Shropshire Damson (2 to 3 ft.)

SWEET CHERRY TREES—

1 Yr. Budded	
1000 Black Tartarian	1000 Napoleon
1000 Bing	1000 Schmidt's Big
1000 Gov. Wood	1000 Windsor
1000 Lambert	1000 Yellow Spanish

SOUR CHERRY TREES—1 Yr. Budded

1000 Dyehouse	3000 Early Richmond
1000 English Morrella	1000 May Duke
2000 Montmorency	

PEAR TREES—1 Yr. Budded on

French Roots	
2000 Bartlett	1000 Seckel
1000 Clapp's Favorite	100 Laurence
1000 Duchess	100 Warden-Seckel
100 Flemish	500 Beurre-Bosc

SHADE TREES

Elm, American	
1000—6 to 7 ft.	1000—10 to 12 ft.
1000—7 to 8 ft.	1000—12 to 14 ft.
1000—8 to 10 ft.	
Linden, American	
500—14 to 16 ft.	
Linden, European	
1000—6 to 7 ft.	1000—7 to 8 ft.
Locust Honey	
1000—10 to 12 ft.	1000—12 to 14 ft.
Maple, Ash-leaf	
100—6 to 7 ft.	1000—8 to 10 ft.
100—7 to 8 ft.	1000—10 to 12 ft.
Oak, Pin	
1000—5 to 6 ft.	1000—8 to 10 ft.
1000—6 to 7 ft.	1000—10 to 12 ft.
1000—7 to 8 ft.	
Plane, Oriental	
2000—8 to 10 ft.	1 $\frac{1}{4}$ in.
2000—10 to 12 ft.	2 $\frac{1}{2}$ in.
2000—12 to 14 ft.	1 $\frac{3}{4}$ in.
1000—14 to 16 ft.	2 in.
1000—	2 $\frac{1}{2}$ in.
Maple, Norway	
1000—12 to 14 ft.	1 $\frac{1}{4}$ -2 in.
3000—14 to 16 ft.	2 $\frac{1}{2}$ -3 in.
3000—	2 $\frac{1}{2}$ -3 in.
1000—	3 $\frac{1}{2}$ -4 in.
1000—	3 $\frac{1}{2}$ -4 in.
500—	4 in.
Maple, Silver	
1000—6 to 7 ft.	1000—10 to 12 ft.
1000—7 to 8 ft.	2000—12 to 14 ft.
1000—8 to 10 ft.	1000—14 to 16 ft.
Poplar, Carolina	
1000—6 to 7 ft.	1000—8 to 10 ft.
1000—7 to 8 ft.	
Poplar, Lombardy	
1000—7 to 8 ft.	1000—12 to 14 ft.
1000—8 to 10 ft.	1000—14 to 16 ft.
1000—10 to 12 ft.	
Poplar, Tulip	
1000—10 to 12 ft.	1000—12 to 14 ft.
Walnut, Black	
1000—5 to 6 ft.	1000—6 to 7 ft.

EVERGREENS

Arborvitae, American	
500—6 to 7 ft.	500—8 to 10 ft.
7 to 8 ft.	500—10 to 12 ft.
Cedar, Blue Virginia	
10—7 to 8 ft.	
Fir, Cephalonian	
50—5 to 6 ft.	100—7 to 8 ft.
50—6 to 7 ft.	50—8 to 10 ft.
Juniper, Schott's	
10—7 to 8 ft.	
Pine, Austrian	
200—4 to 5 ft.	300—6 to 7 ft.
200—5 to 6 ft.	
Arborvitae, Chinese	
1000—5 to 6 ft.	5500—7 to 8 ft.
1000—6 to 7 ft.	500—8 to 10 ft.
Cedar, Red	
60—7 to 8 ft.	70—10 to 12 ft.
60—8 to 10 ft.	
Hemlock, Canadian	
500—3 to 4 ft.	500—6 to 7 ft.
500—4 to 5 ft.	200—7 to 8 ft.
500—5 to 6 ft.	100—8 to 10 ft.
Pine, Scotch	
200—4 to 5 ft.	300—6 to 7 ft.
300—5 to 6 ft.	
Pine, White	
200—4 to 5 ft.	300—6 to 7 ft.
200—5 to 6 ft.	
Retinospora, Golden Pea Fruited	
10—7 to 8 ft.	10—8 to 10 ft.
Retinospora, Japanese Plume-like	
10—5 to 6 ft.	10—7 to 8 ft.
20—6 to 7 ft.	
Spruce, Douglas	
25—3 to 4 ft.	30—5 to 6 ft.
25—4 to 5 ft.	
Spruce, Oriental	
200—4 to 5 ft.	200—6 to 7 ft.
200—5 to 6 ft.	
Retinospora, Japanese Pea Fruited	
10—6 to 7 ft.	10—8 to 10 ft.
10—7 to 8 ft.	
Retinospora, Veitch's Japanese	
10—7 to 8 ft.	20—8 to 10 ft.
Spruce, Norway	
300—2 to 3 ft.	400—6 to 7 ft.
400—3 to 4 ft.	300—7 to 8 ft.
400—4 to 5 ft.	400—8 to 10 ft.
500—5 to 6 ft.	200—10 to 12 ft.

HARRISONS' NURSERIES

J. G. HARRISON & SONS, Proprietors

Berlin,

Maryland



THE NATIONAL NURSERYMAN



FEBRUARY 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

THE MONROE NURSERY

Established 1847.

Offers a Fine Stock of
**SPECIMEN EVERGREENS,
FRUIT AND ORNAMENTAL
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

I. E. Ilgenfritz' Sons Co.
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Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
Graft and Stock Planter and Firmer

Buntings' Nurseries

G. E. Bunting & Sons, Proprietors

SELBYVILLE : : DELAWARE

We offer for Spring delivery some excellent stock of
items listed below. Our trade list prices other stocks.

CORRESPONDENCE SOLICITED

2-YEAR ASPARAGUS ROOTS

In grades No. 1 and No. 2; varieties: Palmetto, Giant
Argentueil, Barr's Mammoth and Conovers Colossal.

STRAWBERRY PLANTS

All leading standard and Everbearing varieties. WE
ARE LOCATED IN THE LARGEST STRAWBERRY
CENTER IN THE WORLD.

FLOWERING SHRUBS

Spirea Van Houtte and A. Waterer in good salable sizes;
also Deutzias, Hydrangea P. G. etc.

CALIFORNIA PRIVET HEDGE

Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

OUR SPECIALTY

A Complete Assortment of High Grade Nursery
Stock

**WE DESIRE TO CALL SPECIAL ATTEN-
TION TO THE FOLLOWING:**

Apple Seedlings (American Grown)

French Fruit Tree Stocks

Kieffer and Dwarf Pear, two years

Elm, American White, car lots

Spirea Van Houtte, choice stock

Roses, Climbing, H. P. and H. T.

We have put in 15 acres of overhead irrigation system
for the better production of Shrubs, Roses, Perennials
and Evergreens.

*Inquiries Cheerfully Answered
Want Lists Promptly Quoted*

SEE OUR BIG LIST FOR

ROSES—

Hybrid Teas Baby Ramblers
Hybrid Perpetuals Climbers

SCARCE ITEMS—

Barberry Thunbergii, heavy 3 year
California Privet, 3/4 ft., 2/3 ft.
Hydrangea P. G. 3/4 ft., 2/3 ft., 18/24 in.
Hydrangea Trees light 3/4 ft.
Plum on plum
Abundance and Burbank
Peaches—largely Elbertas
Standard Pears—Bartlett
Multiflora Japonica Seedlings—very scarce
Kansas Grown Apple Seedlings
French Fruit and Rose Stocks—at Manchester ready
now for shipment.

and a whole lot of other good items shown on our bulletins
which are moving frequently.

WRITE TODAY FOR LAST ISSUE



C. R. BURR & COMPANY

General Nurserymen

MANCHESTER.

CONN.

We will not sell at wholesale to retail buyers

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

NEW HYBRID RUGOSA ROSE F. J. GROOTENDORST

(Rosa Rugosa Rubra—Crimson Baby Rambler)

Available for

SPRING, 1923

Description—True rugosa foliage, with bright crimson flowers produced in clusters all summer from early spring to late fall—strong grower—vigorous bloomer—particularly suitable for hedging and mass planting—very hardy.

Ask Us For Our New Colored Lithographed Plate

Our Bulletins, issued frequently throughout the winter and spring, give an up-to-date record of stock available in various assortments—Roses, Shrubs, Vines, Evergreens, Perennials, Ornamental and Fruit Trees.

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Jackson & Perkins Company

Rose Growers and Nurserymen

Wholesale Only

NEWARK : NEW YORK STATE

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PREFERRED
STOCK

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RAFFIA

Dependable Brands

RED STAR XX SUPERIOR
AA WEST COAST

Bale Lots or Less

LILY BULBS

AURATUM

ALBUM

MAGNIFICUM

GIGANTEUM

All Hardy Varieties in Case Lots, 8-9", 200 per Case; 9-11", 150 Per Case

BAMBOO CANES

NATURAL, 5-9 ft. Japanese or Domestic
DYED GREEN in 18" to 4 ft. sizes

Bale Lots Only

FRENCH FRUIT and ROSE STOCKS
PALM SEEDS

Write for Prices, Specifically Stating Your Requirements

McHUTCHISON & CO.

95 Chambers Street

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We grow young evergreens in large quantities and every tree we sell is raised from seeds in our own nurseries.

If you are in need of lining out stock why not write for our wholesale trade list before placing your order. Our prices are low because we specialize in young stock.

COLLECTORS OF TREE SEEDS

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THE

North-Eastern Forestry Co.

CHESHIRE

...Connecticut...

TO THE TRADE ONLY

A Genuine Line of Nursery Stock, Well Grown, Well Graded and Priced Right

Oregon Champion Gooseberries are now cleaned up, but we have a small surplus of Downing, Houghton and Pearl; and in Currants, Cherry, Fays, North Star, Perfection and Victoria, and a good block of two-year London Market, the strongest grower of them all and a heavy producer, on which we are making a reduced price. If you will try them, you will find them very satisfactory.

Headquarters for Nursery Supplies

Portland Wholesale Nursery Co.

971 SANDY BOULEVARD

PORTLAND : : OREGON

PAINESVILLE NURSERIES



THE STORRS & HARRISON CO.

NURSEYMEN --- FLORISTS --- SEEDSMEN

ESTABLISHED
1854

PAINESVILLE, OHIO.

1200 ACRES
45 GREENHOUSES

Subscribers to "Nurserymen's Fund for Market Development."



TREES



SHRUBS

EVERGREENS

We are ready to quote prices on a very complete list of Ornamental Stock.

Stock grown wide apart is bushy and well rooted, especially suitable for wholesale or retail trade.

WRITE FOR PRICES
Catalogue Ready in February

THOMAS B. MEEHAN CO.

WHOLESALE NURSEYMEN

DRESHER :: PENNA.

Printed Salesmen

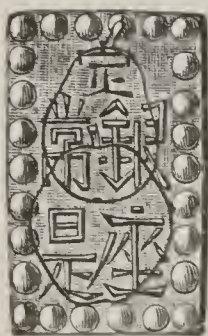
¶ We have just made several nursery catalogues that we think—and our customers think—are good ones. Each catalogue is different from the others: distinct and individual. Each holds a mighty strong sales idea that has been carefully developed and invitingly presented.

¶ With the permission of our friends for whom we made these catalogues, we have printed a few extra copies that we shall be very glad to send on request and while they last, to other nurserymen who are buyers of printed matter made to sell trees and plants.

THE DUBOIS PRESS

Horticultural Color Printers

ROCHESTER, NEW YORK



COVER
YOUR
REQUIREMENTS
EARLY

Complete Grade Counts Now Ready.

Glad to quote on your List of Wants.

Shipments can be made now or in Spring to suit your convenience.

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,
HUNTSVILLE, ALA.

1872—1922

A General
Variety of
Nursery Stock



35,000 Norway Maple and American Elm,
also Montmorency and Early Richmond
Cherry, 1 year, in car lots or less.



C. M. Hobbs & Sons
BRIDGEPORT - - Indiana

The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI.

HATBORO, PENNA., FEBRUARY 1923

No. 2

Illinois State Nurserymen's Association

*Hold Their Annual Convention January 11th and 12th, 1923 at the Hotel Metropole,
Chicago, and Plan a Nation Wide Campaign of Market Development
Under Their Slogan, Plan to Plant Another Tree*

The meeting of the Illinois State Nurserymen's Association was a very successful one.

A good attendance and good weather contributed to the interest and enthusiasm everywhere in evidence.

The program was carried out without a hitch and indicated good management and team work.

A budget of \$10,000 was proposed to push the Plan to Plant Another Tree campaign, and heartily endorsed by the association, \$3100 of it being already subscribed.

Mr. J. A. Young will resign his secretaryship with the Illinois nurserymen's association and devote his time to pushing the Plan to Plant Another Tree campaign.

Officers elected to serve for the Illinois State Nurserymen's Association for the ensuing year are:

President, Alvin E. Nelson, Chicago, Ill.

Vice President, Vernon D. Hill, Dundee, Ill.

Treasurer, Miles Bryant, Princeton, Ill.

Secretary, J. A. Young, Aurora, Ill.

ILLINOIS STATE NURSERYMEN'S ASSOCIATION

PRESIDENT'S ADDRESS

George Klehm, Arlington Heights, Ill.

Gentlemen:

At our last convention we heard some good sound doctrines for the nursery industry. We went to our respective homes and to our businesses believing that a great deal of good was accomplished.

All of us felt that we had begun a program looking toward the advancement of the nursery industry in America.

Your executive committee was directed to prepare a uniform contract for the replacement of nursery stock and submit to this convention. This has been referred to a committee consisting of Mr. Guy A. Bryant, Mr. Cultra and Mr. Galeener, who will report to this convention.

The executive committee has asked Mr. A. M. Augustine to submit a report on the establishment of a laboratory at our state university for the purpose of assisting nurserymen in their work.

Co-operative advertising was referred to the executive committee. After considerable discussion it was thought that this could not be accomplished, but out of this discussion came the movement, "Plan to Plant Another Tree." This movement was started by an appropriation of \$200.00 by the executive committee from the gen-

eral funds of this association. Afterwards \$180.00 was appropriated to purchase slides and pay for mailing them to 1300 moving picture houses in Illinois who ran the slides free of charge. From this small start by this association the movement spread rapidly until it has covered almost the entire country.

There has been invested in this movement a little over \$3000.00. All bills are paid and "Plan to Plant Another Tree" owes no one. This is a big movement for horticulture, and we nurserymen of America reap the direct benefit. "Plan to Plant Another Tree" has come to stay, and nurserymen all over America are quick to realize its benefit and to support it.

I hesitate to make any suggestions for the betterment of the nursery industry, because I am but one of the 4000 or more men engaged in this great and noble calling. However, I feel that I would not be doing my duty if I did not call attention to some things which ought to have your consideration.

Distribution

Is our method of distribution wrong? Should we not have hundreds, perhaps thousands, more retail nurseries in Illinois? By this I do not mean growers. I do mean a nurseryman with perhaps one or two acres of ground planted with samples or examples of various shrubs, trees, fruits and plants; and who, during the planting season, carried in stock all fruit trees, shade trees, berry bushes, shrubs and plants. The neighborhood florist could do this, but is there not room for many such distributors as I have indicated? This leads me to say that I believe too much money is spent in growing, and not enough in selling. A retail distributor such as I have described could buy his stock from the wholesaler and when his selling season was over he would have plenty of money to pay his wholesale bills and a neat profit for himself. What is a nursery anyhow? A man does not have to be a grower to be a nurseryman. Take as an example, here in Chicago about eight nurseries and a few small dealers are trying to serve three and a half millions and more people. No sane business man believes that this is possible. No other industry would do this. We should have at least 500 retail distributing nurserymen located on all important highways entering Chicago. It is your president's belief that should this be done a tremendous volume of business would, and could be done. We are not now reaching the planters. Shall

we not encourage the retail distributing nurserymen? All of these hundreds of retail distributors, advertising aggressively and continually throughout the year in one way or another, exhorting the consuming public to plant more fruits, trees, shrubs and flowers. This would increase the business of every other retailer, as well as the grower and the wholesaler.

Undoubtedly, the largest retail distributors of nursery products today are the firms who employ agents. These firms carry a multitude of agents. Let us consider that the plate books carried by these agents are the display windows of the retail distributor. The agents should be encouraged in their work and every effort should be made to protect the nurserymen back of this army of retail distribution of our products.

Demoralized Markets

It is all very well for us to crow about the shortage of stock now, but how about the future with over production and smashed prices? I think the nurserymen ought to be divided into classes—the grower who sells to the wholesaler—the wholesaler who sells to the retailer—and the retailer who sells to the consuming public. Should these divisions of the trade be made, there would be co-operation in the nursery industry. What smashes the market and kills our trade is the cutting of prices. If a retailer is long on an article he sells to the consumer at wholesale or sometimes less. Retailers also sometimes have a little extra stock on hand and quote other retailers at lower prices than standard wholesale. This practice hurts the wholesaler and should be discontinued. The wholesaler sees this and he goes in to take some of this cheap trade to lower his stock. Well, about that time the poor grower says, "I will be left to hold the bag if I do not get busy," and he slashes prices to a still lower level and goes after the consuming public with the profit all knocked out. The result is demoralized markets and a general failure of good business practice, and the nurserymen generally are classed as bad business men, and are even called crooked. They are not crooked—they have cut their own throats by trying to undersell each other, on account of lack of proper distribution. This can easily be remedied. Let the grower sell to the wholesaler—the wholesaler sell to the retailer, and the retailer deals with the public or the planter. It should then be the business of both grower and wholesaler to help the retailer unload. If this method is carried out the whole nursery industry will be satisfied and everybody will be happy.

The country will be made better because of the added fruits and flowers and the planting public will have confidence in the nurseryman. There may be a few rogues in the nursery business, but this method will soon get rid of them.

There is no objection to one nurseryman being a grower, a wholesaler and a retailer. He must, however, know in which class he is doing business. He must not quote wholesale prices to planters in whatever division. The wholesaler should have the support of the retailer and the wholesaler should support the retailer by helping to move the goods off the counters of the retailer, not by hindering him with cheap prices. Look around the coun-

try today and see what the wholesalers are doing. They not only sell to the retailer but advertise in papers offering grape vines, and other fruits, at even a lower price than wholesalers direct to growers. This undoubtedly hinders the retailer in his efforts to dispose of the goods which he has purchased from the wholesaler. It creates dissatisfaction and disposes of all co-operation. Again the growers ought not to go over the wholesaler and sell goods to retailers at growers prices. Perhaps one way of correcting this evil is to appoint a fair price committee, and have them publish a fair price at retail.

Tree Planting Week

I am told that Missouri started tree planting week. Under "Plan to Plant Another Tree," this has been successful all over the country. Spring tree planting week must be supported by all our nurseries. We cannot expect Chambers of Commerce and agricultural clubs to put this over for us. Each one of us must do our share.

Co-operation with Florists

Do we really try to co-operate with florists or do we merely try to get a little business from them. There are thousands of florists in Illinois who will make splendid distributors of our products and increase their own profits. We need to help them in a substantial way. Let us all aim at better nursery stock to supply an anxious public. The florists will help us put our goods out on home grounds and in orchards. Co-operate with the florist in your neighborhood and get him to help you solve the problem of making your community better by planting more trees, shrubs and flowers.

Has any nurseryman ever tried the experiment of calling together all nurserymen, tree agents, landscape gardeners, tree dealers, florists and seedsmen for a conference on how they can help the women's and other civic and agricultural clubs make the country better by planting trees, shrubs and flowers? Gentlemen, we know these things ought to be done. We should be the leaders in these movements and help to get results by the clubs, etc. Do not raise the cry that you will be asked to donate. If you show the right spirit you can get your regular retail price and folks will like you because you helped in a public benefit. Try it out.

The nursery business is a great calling. It is a privilege to be a nurseryman, to deal with living plants, to help build our nation into a real garden. In this connection it seems to me that the place for activities to be started and sent out is right here in Chicago, because of its fine central location.

As suggested by Mr. V. D. Hill, of Dundee, Illinois, there ought to be in this city, and as a part of Chicago's city plan, a splendid temple to horticulture, built at a cost of several million dollars, and located in one of the beautiful parks on Chicago's lake front. The nurserymen ought to lead off in this constructive work, and I feel sure that if we nurserymen here in Illinois will take the lead that the Chicago Association of Commerce will help with this project, and that wealthy men of this great city will come forward with funds and build at least a \$3,000,000 temple to horticulture to be used for the advancement of all branches of this wonderful and useful science.

Gentlemen, the nurserymen themselves must build the nursery industry, just the same as the florists have done. The wholesale florists do not sell at retail which they used to do in former years. Now the wholesale florists sell to the retail florists, and the growers and wholesalers do a lot of advertising to help the retailer sell his goods. Just so, the wholesale nurserymen and growers must do a lot of advertising to help the retailer move his goods and enlarge his market. The growing florists and wholesale cut flower dealers are spending many times more in advertising the flowers for retail florists around Chicago alone, than all the nursery societies of the whole country.

There is not a wholesale nurseryman in America but who ought to climb onto "Plan to Plant Another Tree" with both feet. The wholesaler should be protected, but he in turn should help the fellow who is protecting him. This is what is creating the great demand for flowers. The advertising is done at the right time and when flowers are most abundant. The result is, flowers are selling for a great deal more than they did years ago. This is the advantage of tree planting week, it gets planting at the right time.

The nurserymen are just beginning to be organized. Most industries are better organized than is the nursery industry. Take for example the butchers, bakers, hardware men, grocers, plumbers, etc. It would be impossible for a layman to buy from a wholesaler at wholesale prices. The very first question asked would be "Are you in the trade?"

Gentlemen, as we have a good program I will not use any more of your time and submit the suggestions for your consideration.

ENDORSE PLAN TO PLANT ANOTHER TREE

Numerous telegrams were received by the Illinois nurserymen during their convention, endorsing their "Plan to Plant Another Tree" program, among them one from Henry C. Wallace, Secretary of Agriculture.

January 10, 1923.

George Klehm, President Ills. State Nurserymen's Ass'n., Hotel Metropole, Chicago.

The course which your Association has adopted in its efforts to encourage the planting of trees by emphasizing the importance or edequate and timely preparation for such planting appeals to this department as very sensible and practical. Whether in forest, orchard or ornamental planting, one of the most important essentials to successful results is preparation. This includes wise selection of site thorough and suitable preparation of soil and judicious and timely ordering of the particular kinds to be planted if those are not already at hand. The fact that your association is emphasizing this feature, I take to be an indication that Nurserymen recognize that their ethical responsibility to the public does not cease with the mere delivery of the tree to the purchaser but obligates them to aid him in every practical and reasonable way through advice and information based on practical experience to establish it successfully in the place and for the purpose to which it is adopted. It is a gratifying example of a type of practical service which business men are rendering to the general public. I congratulate your Association upon its leadership in this important matter.

HENRY C. WALLACE,
Sec. of Agriculture.

EXHIBITS

The exhibits were staged in an ante room leading to the convention hall, a very fortunate arrangement, making it necessary to pass by them and a popular place to congregate.

Every inch of space was used and many orders booked.

NURSERY STOCK

Aurora Nursery Co., Aurora, Illinois.
Lining Out Stock.
Highland Park Nurseries, Sterling, Illinois.
Hardwood Cutting, transplanting stock and perennials.
D. Hill Nursery Co., Dundee, Illinois.
Display of small Evergreens.
Golden Eagle Nurseries, Golden Eagle, Illinois.
Apple Trees.

BULBS

Vaughan's Seed Store, Chicago, Illinois.
Gladioli Bulbs.
American Bulb Co., Chicago, Illinois.
Gladioli and Lily Bulbs

FERTILIZERS

Thomson Phosphate Co., Chicago, Illinois.
Rock Phosphate.
Armour & Co., Chicago, Illinois.
Fertilizers.

IRRIGATION SYSTEMS

Skinner Irrigation Co., Troy, Ohio.
Skinner System.
Rock River Irrigation Co., Rockford, Illinois.
Rico System.

TOOLS

J. E. Gilson Co., Port Washington, Wisconsin.
Gilson Garden Tools.
Automatic Stapler Co., Chicago, Illinois.
Crofoot Tag Tacker.
Vaughan's Seed Store, Chicago, Illinois.
Indianapolis Saws, Shears, Knives.

FRUIT

Augustine & Co., Normal, Illinois.
Sample of Giant Concord Grape.

TYPEWRITERS

Remington Typewriter Co.

CATALOGES AND PRINTED MATTER

A. B. Morse Co., St. Joseph, Michigan.
Cataloges for Nurserymen and Seedsmen.
B. F. Conigisky, Peoria Illinois.
Folders of colored plates of shrubs and perennials, and photos of landscape effects.
Seaman Paper Co., Chicago, Illinois.
Printing paper.
F. E. Mason & Sons, Batavia, New York.
Gummed Seals.

GARDEN FURNITURE

Hartman-Sanders Co., Chicago, Illinois.
Pergolas Arbors.
Lyon & Anderson, Belvidere, Illinois.
Concrete and stone garden vases.

WRAPPING MATERIAL

Wm. A. Iden Co., Chicago, Illinois.
Plymouth Brand Twine and Rope.
Angier Corporation.
Grizzley Bear Nurserywrap.
Rexford Paper Co.,
Waterproof Paper.
Acme Steel Goods Co.,
Metal Box Strapping.

TRADE PAPERS

The National Nurseryman, Hatboro, Pa.
The American Nurseryman, Rochester, N. Y.
Seed World, Chicago, Ill.
Southern Florist, Ft. Worth, Tex.
Florists Exchange, New York City, N. Y.
Florists Review, Chicago, Illinois.

GEORGE WASHBURN,

Chairman Committee on Report of Exhibits.

Annual Meeting of the Northern Retail Nurserymen's Association

Held at St. Paul Minn.

December 4th and 5th, 1922

The meeting was called to order by President Hilborn who made his opening address, touching on conditions as they existed among the members of the nursery industry in the early days of our association and reviewing the progress we have made to a better general understanding of the fundamental principles of the nursery business, bringing out the opportunities that we, as nurserymen, have to serve the public, and citing the reward that is ours for good service.

After luncheon fall planting was discussed, the general sentiment being that while a nurseryman who is familiar with our climatic peculiarities can successfully plant a great many subjects in the fall, it would be unadvisable to recommend such course to the average planter in the northern Mississippi Valley for the reason that, especially in the prairie sections, newly set stock is likely to have practically all the moisture frozen out of the stems before the spring thaws and rains set in.

There was, however, a very strong sentiment in favor of encouraging more general planting. Along this line R. D. Underwood moved that the Northern Retail Nurserymen's Association go on record as favoring a recommendation to the Governor of Minnesota that he proclaim the last week of April as "TREE PLANTING WEEK." M. R. Cashman amended this motion, to send the resolution also to the Governors of Wisconsin, Iowa, South Dakota, North Dakota and Saskatchewan, Canada; that R. D. Underwood be appointed to draft such resolution, and that this matter be referred to the Executive Committee. This motion was unanimously carried.

Mr. Cashman recommended that the committee call attention of the Governors addressed to the action along this line taken previously by the National Nurserymen's Association and that Governors of other states have made similar proclamations. This brought up a discussion of the slogan originated by Mr. J. A. Young, of Aurora, Ill., "Plan To Plant Another Tree". Mr. T. A. Torgeson made a motion that was enthusiastically carried that we go on record as heartily in accord with this "Plan to Plant Another Tree" campaign.

Mr. M. R. Cashman gave an address on "What the National Association is Doing for Us." Mr. Cashman, having been President of the National Nurserymen's Association in 1921, was in a position to give an interesting and instructive talk, giving convincing reasons why every nurseryman ought to become a member of the national organization.

Following this Mr. E. C. Killmer was heard regarding the "Spirit and Value of Co-operation" and how he, as one of the newer members, had been benefitted by contact with older firms.

The matter of freight rates in Minnesota was taken up and discussed.

Mr. B. J. Loss spoke on the theme, "The economies that can be effected by co-operative buying of nursery supplies." Along this line he suggested that we issue a standardized booklet of instructions for salesmen in regard to

the principles of landscape planting, and the ornamental stock suitable for such purpose in our northern climate, and the same also in regard to fruits, etc. The discussion lead to a committee being appointed to look into the matter of getting out such booklet or booklets, and to make a recommendation to the executive committee.

Mr. R. D. Underwood gave a talk, "Reminiscences of My Father's Work" an interesting review of the life work of J. M. Underwood, a man who was prominent in mid-west horticultural activities for well over half a century.

Monday evening the members attended the theatre in a body.

Tuesday we had an informal talk by Prof. W. H. Alderman, on "Experiment Station Service for Nurserymen." This in an interesting way touched on the work of the various departments that are co-operating to help the nurseries keep their stock pure and free from diseases and insect pests. He also told about the work at the Minnesota State Fruit Breeding Farm in originating and testing new varieties of fruits and ornamentals for the North, with a list of the most promising of the newer apples and plums.

Following this Mr. John Hawkins, of Minneapolis, gave an instructive and practical talk on "The Better Ornamentals."

Mr. T. A. Torgeson read a paper on "Bonding the Salesman", bringing out the benefits to both salesmen and nursery and the public when this becomes the general practice. This was needed to be the outstanding topic discussed at the convention. This address will be found elsewhere in this issue.

John Nordine spoke in his usual humorous vein on the "Nursery of the Future," giving us a glimpse of the way the business will be run when the millennium arrives.

The annual dinner was served shortly after six o'clock. At the close of this we had the report of the committee on resolutions.

Mr. Mitchell offered the following resolution:

"The passing of Clarence Wedge has removed from our midst one of the outstanding figures of the nursery industry. But when big men leave us their places are not empty. Their work and their ideas live forever. Their influence is still felt. Their memory cannot be obliterated. They are still with us, and so Clarence Wedge is still with us.

"Clarence Wedge was one of those pioneer nurserymen who contributed so generously and so unselfishly to the horticultural progress of the Northwest. His love of nature as expressed in his life, his bigness of heart and his honesty are truly mirrored in his work.

"His influence was not local alone. The name of Clarence Wedge, even in the most remote corners of this great Northwest, stands for progress, integrity and horticultural law. We not only mourn him but the thousands of readers of the horticultural columns of the large agricultural papers of the Northwest mourn him as their friend and horticultural advisor.

"Be it Resolved, that we, the members of the Northern Retail Nurserymen's Association, extend to the family of Clarence Wedge our most heartfelt sympathy, and that a copy of these resolutions as contained in the minutes of this association be forwarded to the family."

Mr. Loss offered this resolution:

"With the passing of Mr. J. M. Underwood, head and founder of the Jewell Nursery Company, Lake City, Minnesota, this association has suffered a great and irreparable loss. Through the death of our fellow nurseryman we have lost one who has always been ready, ever eager to assist in every movement for the betterment of nursery conditions and horticultural developments.

"Few men may live to leave a finer monument after them than has Mr. Underwood. As a result of his fifty years or more of ardent, sincere, unselfish work in the horticulture world, the imprint of his efforts can be seen everywhere in the horticultural history of the Northwest.

"With his passing, one more of the pioneers has left us. The rank is daily growing thinner. May we perpetuate each and individually in our effort in business as well as daily life, an emulation of the example that this great old man, young in spirit, has set before us.

"In his public life, Mr. J. M. Underwood made his influence felt in the development of our great state, through the unselfish efforts, horticulturally as well as politically, and the many honors conferred upon him were well earned in the spirit of unselfish service so characteristic of this, our friend.

"As a fellow nurseryman, we miss him as a friend, we mourn his death as a man. In our memory we see him, charitable as an opponent, staunch as a friend, as a business man a worthy example of integrity of purpose. Truly a lovable character. His place in our midst cannot be filled, but his memory must be always with us.

"We, the Northern Retail Nurserymen's Association, take this way of expressing to the family of Mr. J. M. Underwood our heartfelt sympathy in our mutual loss.

"Be it Resolved, that this resolution be placed on the records of this association and a copy forwarded to the family of Mr. J. M. Underwood."

On motion of Mr. M. R. Cashman these resolutions were approved by all the members rising and remaining standing silently for one minute.

Officers were elected for the coming year. After talks by the retiring officers and by the incoming president, the meeting adjourned.

ADDRESS GIVEN BY PRESIDENT E. C. HILBORN

Before the Convention of the Northern Retail Nurserymen's Association Held at St. Paul, on December the 4th and 5th

Gentlemen:

I was never more proud of the nursery fraternity than I am this morning. The large number gathered in this morning's session on the first day of the week is significant; you have all come to place a high value upon the work of this association. It is but a few years ago that the men boosting this association had almost despaired of accomplishing any results. But now every man seems anxious to give to the members of the association some new or workable idea which he has found to benefit his business, and there is a healthy competition to render service to the public which is reflected in more business for the entire membership. There is keen competition throughout the district; each man goes ahead with his business plans, confident that he will get nothing but fair competition from firms whose business is conducted on a sensible business basis.

I shall not attempt a wordy speech this morning for there is much business ahead, but there has been one thought running through my mind while the train rolled over the prairies toward this city, that I should like to give to you if I can make my thought clear.

Some may feel that the purposes of this association have been largely accomplished, but I am convinced that we never needed the association more than we need it now and in the days ahead. The nurserymen have been more or less in the limelight the past few years and have been receiving some severe criticism from the press. As is usual in such cases, the trade as a whole has been condemned for the practices of a few, and also for the evil practices of bygone days. Any analysis of the nursery business would show a more charitable spirit on the part of the press. The average large indus-

try today is a *business* first and is organized through the various departments come to reflect the spirit from the central office. But the average nurseryman was a farmer before he was a business man. A man who had learned how to graft, bud, etc., would secure a piece of land and start growing trees. Having no outlet, he connected up with some tree dealer to sell his product. This tree dealer, having no business to defend or build, was out to make a killing for the season. He and his sub-agents got all there was in it and gave as little as possible in return. By keeping in green fields he was able to do a thriving and profitable business. The tree dealer has been the curse of the nursery business and largely responsible, directly or indirectly, for the bad practices of the tree agent. As the farmer's nursery grew and organized its own selling department, it was the natural thing to take over these men and let them work along established lines, and many of the nursery salesmen got their instruction from the tree dealer. These old dealers and agents were hard to down, and their theory and practice has influenced each sales force throughout the country. As an example of the old tree dealer's art, I recall the case of the Carrie Gooseberry. About twelve years ago an experienced salesman started to work on our force. We observed an unusual amount of Carrie Gooseberries being sold, and were curious to know why such an unusual demand had sprung up for this gooseberry. The first time he was in the office we questioned him. "Why that's easy. The old gooseberries that the people have are all so sour and require so much sugar that the people don't want them, but these that I am selling are grafted on maple seedlings and the sugar in the sap grows a sweet gooseberry—there's nothing to it." You men of

a former day could furnish us with many such stories.

Now I have come to the point that I wish to put across. We nurserymen need the confidence of the public in the new era that is at hand. There is opening up before us a tremendous growth of business. The public is in a mood to be educated. In every city and on every farm there is a chance to create new markets and greater demands. A few years back, landscape gardening was about as well known as histology. A home planned by an architect was a rare exception. Block after block showed nothing but bare foundations with a peony or a lilac bush alone in the front sod. Today this is changing; almost every home owner has accepted the idea that his grounds should be properly planned and planted. We are passing into the same change through which the building trade went some years back. Many of you can remember how, when one built his house, he consulted the carpenter and with a pencil and paper they planned the rooms, stairways, etc., and the carpenter worked from his penciled plan. No one would think of building a modern house today without assistance from the architect, and the public mind is approaching the same attitude toward home grounds, streets and parks.

Ideas catch and spread rapidly today. A short time ago the tourist park was something new, but how rapidly the idea swept the country and in what a short time every little hamlet had provided its tourist park. Something like this idea will prevail toward the city park and shortly no village will be too small to have its public park and playgrounds, and the home yard unplanted will be conspicuous.

I repeat that the public is in a mood to be educated and in the great majority of cases the nursery salesman is to be the teacher. For this reason, we need to merit and retain the confidence and the goodwill of the public as never before. If a firm ever could afford to have a "Carrie Gooseberry" salesman, that time is now past. Our whole problem today is to plan our business from the viewpoint of the modern corporation with a large business organization to develop and maintain, relying upon repeat orders from every territory.

If we all see clearly that the nursery salesman is to be the teacher in this developing field of beautifying and landscape gardening, it follows that he is to be a trained man. We can no longer afford to send our contract or an outfit to anyone who may apply. There are a few outstanding qualities that a salesman should have before representing any reputable firm in the field. First of all, he should be reliable and a credit to the firm. The public pictures the firm through its representative. Next, he should be familiar with his trees and shrubs, know their habits of growth, their season of bloom, and the effects to be secured by the different varieties. He must also know and not guess, the proper methods of planting and care. Further, he must possess the fundamentals of landscape gardening. Although he may not be an artist, he should be able to render reasonably good amateur services in working out foundation planting, backgrounds, borders, etc., etc. Only by a knowledge of these things is he able to gain the confidence of the customer, plan the large order and bring it back to his firm. Only

through his ability to render such services in a worthy manner, can the trade of his house develop and grow in a community.

It follows from all this that the salesman must be a man of ability and character and on a plane with the salesman of any of the better wholesale houses. We cannot afford to make the investment of this training in a low grade man. A force of such trained salesmen as I have pictured will create demands for a tremendous quantity of ornamental stock and will bring back to their firm large and profitable orders. But let us not forget that public confidence is the basis on which this large business is to be built. Whenever a tree agent of the old school gets in a piece of dirty work, memories of by-gone practices will arise, like Banquo's ghost to plague us. Therefore, fellow nurserymen, the time has come when I am concerned with your business and you are concerned with mine; instead of being jealous of your business, I must be jealous for your good name and you for mine. The agent who would tear down and destroy public confidence in the nurserymen is the enemy of all, regardless of for whom he works. We must stand shoulder to shoulder to create confidence and goodwill toward the nursery work as a business. Should you hear of any bad work of an agent of the Northwest Nursery Company it is your place to advise us promptly, and we should be grateful, and we take it that you want the same service rendered in return. Through this larger co-operation and better understanding we will secure greater increases in our business than in any other line of which I know.

I want to tell you men, that we are entering a new moral era in the business world, not alone in the nursery business, but in every line. The old school of the horse trader which flourished a decade ago is gone; their slogan, "Let the buyer beware," is no longer popular. That old school of business getting, with its standards and practices, is passing. In every city throughout the business world there is a Rotary Club, Kiwanis Club, Lions Club—and what are these leaders in business talking about? Not how to get bigger profits, but they are preaching "service before self," square deals and honorable relations. There is nothing new about this, it is simply applied Christianity, but the new thing is that business men listen to it weekly, are interested, and respond to its emotions. Therefore the public is yearly becoming critical and more exacting—more ready to trust and more ready to blame.

So there was never a time when we needed to draw closer together than today.

We need to use the association and to guard its good name to further our common cause. The nursery business is one of the noblest in which men can engage. The very work of growing interesting plants, planning for the beautification of homes and countrysides, develops the finest that is in men. Large numbers of splendid men whose names have honored our business profession have been inspired by the idealism inherent in our business. We may well indeed be proud of our work and desire to see our children enlist in our cause. So let us go forward with firmness and pride, secure in the thought that we are to enjoy the confidence of the public. Like the

apostle Paul, of old, forgetting the things that are behind, let us press forward to a new mark and a higher calling.

THE BONDING OF NURSERY SALESMEN

BY THEODORE A. TORGESON

Managing-Director Prairie Nurseries Ltd., Estevan, Sask.

(Paper read at Convention of Northern Retail Nurserymen's Association in St. Paul on Dec. 5, 1922.)

All salesmen should be bonded. This applies to those who do not handle money as well as to the salesmen who are authorized to make collections. The usual object sought in bonding is protection against money loss. I maintain that other results would follow general bonding which would be far more important. This would apply to all branches of salesmanship but, for purposes of this discussion, I will confine it to the nursery industry.

The advance collections or pre-payment plan first brought the idea of bonding nursery salesmen prominently before us. It is the first and most important step toward the general bonding of the salesmen in our industry. It is therefore in order to briefly review the history of the advance collections plan and to call attention to the fact that it has been so perfected that nursery companies can now bond their commission salesmen.

You will remember that several years ago I gave to this association a detailed report on the advance collections plan inaugurated by Prairie Nurseries Limited of Estevan, Sask., eight years ago. The plan had met with unqualified success in its operation in Western Canada. Several of you decided to try it out and at the convention held a year ago heartily recommended it to the other members. I remember particularly that Mr. Chinberg, of the Hankinson Nursery reviewed the remarkable results secured by his firm and strongly recommended that all adopt the plan. The president of our association, Mr. E. C. Hilborn, of the Northwest Nursery Company, had also tried out the plan in North Dakota and urged the other members to make use of it. Mr. E. M. Sherman, of the Sherman Nursery Co., had collected considerable money in advance on orders secured in Iowa and the neighboring states. Mr. Loss, of the Jewell Nursery, and Mr. Mitchell, of the Mitchell Nursery Co., also spoke of the satisfactory results they had secured in using the plan in Minnesota and elsewhere. The first press publicity was given the plan about one and a half years ago when Mr. L. J. Tucker, secretary of the Nursery Retail Dealers Association of America, included a review of my report in one of the regular bulletins of the association. He has given enthusiastic support to this plan at different times in this bulletin and while addressing gatherings of nurserymen. Mr. M. R. Cashman, while president of the American National Nurserymen's Association, had closely followed our experiences and had become convinced that the pre-payment plan should be adopted by the entire industry. He presented it at a convention of the Western Nurserymen's Association held last January in Kansas City and this association decided to adopt it and recommend it to the trade. A committee consisting of Messrs.

Paul Stark, M. R. Cashman, E. H. Balco, C. J. Marshall and J. Frank Jones was selected to work out the details of a uniform plan. This committee secured data from nurseries which had already tried the plan and added several new features. The work of the committee, of which Mr. Stark was chairman, was carried on with exceptional thoroughness and energy. In a comparatively short time it perfected the uniform advance collections plan, made arrangements with a large bonding company to bond commission nursery salesmen, issued a 16-page booklet giving full details and sent copies to 4500 nurserymen with recommendations that the plan be put into effect at once. Hundreds of nurseries adopted the plan as outlined by this committee. One phase of this committee's work is of particular significance—it made arrangements so that commission nursery salesmen could be bonded. We had arranged five years ago with an English company to bond our salesmen but up to the time the committee commenced its work no American company would bond commission nursery salesmen. This committee has rendered a great service to the American Nursery industry. If any of you did not receive its report, I would urge you to secure it from Mr. Stark. For you who have already adopted the advance collection plan, the committee's report will suggest additional features that are an aid, and for you who are operating under the old system, it will provide a method to place your business on a safer and more certain foundation.

Some nurseries have adopted the system of collecting money through salesmen but have not placed their salesmen under surety bonds. This is a serious mistake. In the first place, all such nurseries should take the ordinary and generally accepted precaution of securing bonds to protect themselves against loss. In the second place, the bonding of such salesmen will enable these men to collect more money, through the public confidence inspired by such precautions. But I go a long step further and recommend that nurseries which do not permit their salesmen to make collections should also bond their men and should then advertise this fact to the public. The cost of bonding salesman is low—\$5.00 will provide sufficient bonds for general purposes for a salesman, under the arrangements made by the committee of the Western Nurserymen's Association. In fact, the commission men should pay this cost themselves. Our salesmen have been bonded for the past five years and realizing the benefits which they derive, none have made the slightest objections to paying for their own bonds. But even though you pay for your salesmen's bonds, the results justify the expenditure—in fact the results would justify the expenditure of many times the amount required.

The main results of the general bonding of our salesmen would be (1) It would create a favorable public opinion. (2) It would make for more efficient salesmen. (3) It would protect the nurseries against loss that might otherwise occur. IN BRIEF, MY CONTENTION IS THAT THE GENERAL BONDING OF SALESMEN WOULD INCREASE SALES AND PROVIDE PROTECTION AGAINST LOSS.

It would favorably impress the public. This is of vital importance in the expansion of our industry. While the

great majority of nursery salesmen have carried on their work in an honorable and creditable manner, there have been enough of the disreputable type to create an unfavorable impression in the public mind. This has given rise to onerous legislation in some states and provinces and has also resulted in publicity injurious to the trade. Can you imagine any better way to allay public suspicion than to prove to the public that you are taking precautions to protect it from disreputable salesmanship? The public knows that bonding companies will not bond dishonest men. Notice to the public that all your salesmen are bonded reliable men would place your work on a higher plane in the public estimation. Can you estimate the value of the publicity that would result if the entire nursery industry should decide to bond all nursery salesmen? It is quite generally known that commission salesmen in any line can not be bonded. The fact that nursery salesmen are able to secure bonds places them on a higher level in the public mind. The general bonding of nursery salesmen would give rise to most valuable publicity for it would conclusively prove that our industry is taking precautions to protect the public.

The general bonding of salesmen would result in more efficient sales staffs. The taking out of bonds would react favorably upon the salesmen themselves by arousing them to a greater sense of their responsibilities. They would carry bond cards to show their prospective customers and every time they were exhibited there would be an unconscious strengthening of the sense of personal responsibility. This in turn would be felt by the public. Furthermore, the higher morale of nursery salesmen in general would attract a better grade of men from other sales fields. Besides, men of questionable reputation would be kept out of the sales staffs through the investigation carried on by bond companies. In these different ways, the efficiency of the staffs would be greatly increased by the general bonding of our salesmen.

The bonding of salesmen would protect the industry from future probable loss by keeping out those proven dishonest in other work and those who are heavily involved. The bonding companies have the facilities for making a more thorough investigation of the past records of applicants than have nursery companies. Furthermore, they are not influenced by a pleasing exterior that may hide serious weakness. Facts only count with them. Besides protecting the industry by keeping out dangerous men, the practice of bonding keeps those who are in the nursery sales field and who may naturally weaken at times from giving way. They realize that bonding companies do not show leniency. The bonding of salesmen enables the companies to use these men on collections as well as in sales without danger of loss.

I urge you to carefully consider the proposition of general bonding before rejecting it in your minds. I contend that it would protect the public by tending to eliminate disreputable salesmanship; its publicity value would be incalculable; it would increase sales through greater efficiency of sales staffs and it would provide protection to the companies against money loss.

Obituary.

JOHN HALL

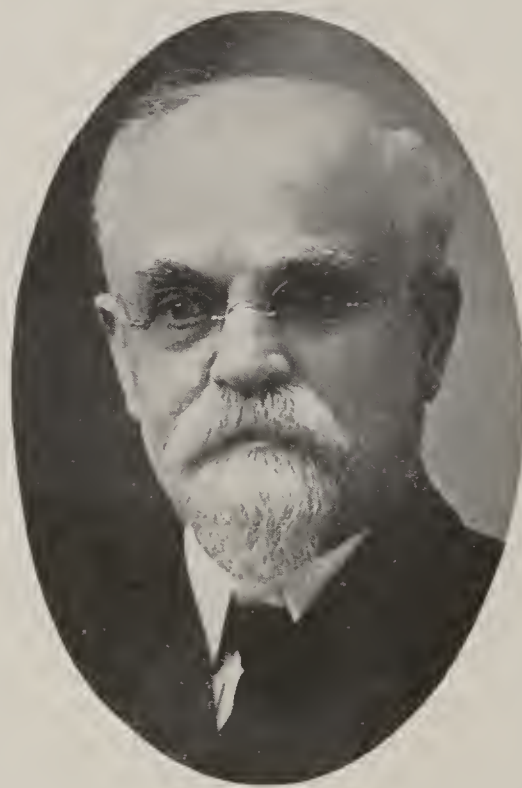
John Hall, formerly secretary of the American Association of Nurserymen, died at his home in Detroit, December 22, 1922, aged 77 years.

Mr. Hall was formerly a resident of Rochester, New York, where he lived for nearly 50 years.

For over 40 years Mr. Hall was secretary of the Western New York Horticultural Society, playing a large part in the society's growth and development. He also served as park commissioner and was an important factor in the development of parks and playgrounds of Rochester.

As secretary of the American Association of Nurserymen, Mr. Hall became nationally known to the nursery trade. His sterling qualities and faithful performance of duties gained him the esteem and love of all the members.

The Milwaukee convention in 1916 was the last one at which Mr. Hall officiated, although he came as an



honored guest to a later convention. Old friends will read of his death with deep regret as his passing breaks a tie with the old order of things.

Mr. Hall was born in England, coming to the United States shortly after the Civil War and going to Omaha, Nebraska, going to Rochester about 1872. Early in his business career he was associated with the seed house of James Vick & Sons of that place.

About three years ago Mr. and Mrs. Hall moved to Detroit to spend their remaining years near their son, Harry S. Hall, who is a prominent manufacturer in that city.

The death of Mr. Hall is the first in the family since his marriage fifty-one years ago. He leaves his wife, a son, Harry S. Hall, of Detroit; and five daughters, Mrs. E. L. Southwick, of Detroit; Mrs. Frank Collins-Baker, of Urbana, Ill.; Mrs. Howard W. Lyman, of Syracuse; Mrs. Frank Brewer, of Unionville, Conn., and Mrs. J. Eugene Masten, of Canandaigua.

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EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in
Nursery Stocks of all kinds. It circulates throughout the
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

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Foreign Subscriptions, in advance\$2.00
Six Months\$1.00

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Correspondence from all points and articles of interest to nursery-
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be
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not later than the 25th of the month.

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Hatboro, Pa., February 1923

SLOGANS The nursery trade is hunting for a slogan,
in fact, it has been hunting for one for sev-
eral years.

What is being looked for is a slogan that will fit every
phase of the trade in every section of the country and
will be so apt as to do its own advertising, that will
spread like wildfire over the country.

Is not what we are looking for in the way of a slogan
something like looking for "easy money?" It may be
possible to find it, but it is doubtful if such a slogan is
either what we need or what we should have. Accord-
ing to Webster a slogan is a rallying battle cry of a High-
land Clan and this is exactly what we need in the nur-
sery trade, a battle cry of action that all can rally to.

It matters little what it is, providing all the trade will
rally to it. It is not a slogan that is so important, as con-
certed action by the trade to serve the public and so cre-
ate a market for their goods.

The Illinois State Nurserymen got behind the slogan
proposed by their secretary, Mr. Young, "Plan to Plant
Another Tree," which became nationally known in a short
time. Remove the backing and support and it would be
just as soon forgotten.

The trade is very diverse and the horticultural inter-
ests very different in one part of the country from those
of another that it is hardly to be expected that any slogan
will appeal in the same way to all.

But as a rallying battle cry to co-operation and action
the Illinois nurserymen seem to have made a good start
with "Plan to Plant Another Tree." If it can be dis-
associated from its sectional origin, there appears no
reason why it should not be adopted nationally.

The prime consideration is, will the trade as a whole
get back of it and by so doing co-operate in developing
the market for its goods? Or will it try to launch an-
other, dividing its energy and funds to accomplish the
same object?

ENCOURAGE THE RETAILER That real improvement and progress
to the nursery trade will come through
a better system of distribution of nur-
sery products, is becoming a conviction with many and
as soon as this opinion becomes general, the next step
will be to encourage and protect the retailer from unfair
competition by the growers.

If the market development campaign for nursery pro-
ducts, now in its infancy, is to gain its maximum it will
need thousands more local distributors in the shape of
retail nurserymen, men who plant as well as sell. A
certain proportion of the buying public will not purchase
trees and plants unless they are planted for them, they
are often willing to buy but fail to do so because of the
fancied or real difficulties of planting.

This has a more important bearing on why people do
not buy nursery stock, than the average nursery sales
manager has any idea of. Yet if we only stop to think,
how many of us would hesitate to buy a victrola if it
were necessary for us to sandpaper and polish it the
same day it was received? It is needless to say those
merchandising victrolas would arrange to have men to do
the necessary work for would-be purchasers.

If the nursery trade really wants to do a big business
it must remove all difficulties connected with planting

AS I SEE IT.

By M. T. NUTT.

That old specter "Free Seed Distribution" bobbed up
serenely in Congress again this year but was not included
in the agricultural budget. Nevertheless, several "Rube"
Congressmen saw the loss of a species of pretty "graft"
for their constituents and tried to have it reinstated in the
Agricultural appropriation bill, but so far without success
and it surely looks now as though this old "iniquity" has
forever gone the way of some of the other ills which Con-
gress has been heir to. It will mean a saving of about
\$360,000 heretofore wasted. Not a large sum when Con-
gress does its figuring in billions—still it is something
gained. Now if some of the other "waste" could be elim-
inated the country could look forward to more reasonable
taxation. Unfortunately however, Congress is very apt
to "cut" in one place and go the limit in some other form
of useless expenditure.

However, for the present, let us hope and believe that
the "Free Seed" graft has gone, never to return.



Some nurserymen, who are regular buyers of nursery
stock, have some surprises in store for them, yea, even
now. They have been holding off making their purchases
believing that the growers were crying "Wolf, Wolf"
when they claimed there was a great shortage of stock.
Now they are out trying to buy and find that for once, at
any rate, the growers have been speaking the truth. In
all the large centers, where nursery stock is produced in
quantities, the fall demand exceeded expectations, and
now, for spring sales, there is not nearly enough left to
go around, and there are absolutely no "Surplus, cut
prices." Prices are firm, it's a "take at my price or leave
it" proposition, and most buyers seem glad of the oppor-
tunity to "take it".

How long this is going to last is problematical, yet, when one realizes that "lining out" stock in both fruit and ornamental, is by no means in "surplus," in fact, is very scarce, it does not appear that there will be any surplus of stock for several years to come, for one must not forget that this country is just recovering from the effects of the war, that building is starting up again, and that there will be a constantly increasing demand.

Unfortunately, nurserymen are prone to forget their experience of the past and no doubt they will increase their planting unreasonably so that some day we will again see six and eight cent shrubs, four cent peaches, etc. But it does look now as though this may not happen for three or four years. Shortage of young stock and scarcity and high cost of labor will go a long way to holding down surpluses.



The question of common labor for the nurseryman, as well as the farmer, has reached a serious point and is one of the factors which will prevent very great increases in nursery stock. Common labor is something the nurseryman must have. The conception of the "planter and firmer" was a great inspiration and has assisted very materially in reducing the cost of planting young stock in the nursery. The "tree digger" was another tool which reduced the cost of digging but practically aside from these two tools there has been nothing invented for nurserymen to take the place of common labor. With the extensive public and private improvements going on through the country, there is not enough common labor to go around and as usual, the nurseryman gets the short end of the stick.

There is a feeling of satisfaction in the knowledge that some of our public officials are beginning to realize that the farmer cannot produce large crops or work his farm to capacity unless something is done to relieve the common labor situation. President Harding proposes to send a message to Congress inviting them to amend the immigration regulations to allow the admission of properly qualified workers who are needed in the United States. He proposes that the number of Italian emigrants permitted annually to enter the United States should be increased to 100,000. The present quota now under the Immigration Act is 42,057.

It is well known that large numbers of Italians return to Italy in the early winter with the expectation of coming back to the United States in the Spring but it must be borne in mind that these Italians who leave the United States are counted in the quota permitted to return to the country the following Spring. Consequently, if say 35,000 returned to Italy in the fall, that 35,000 when they return in the spring are counted against the 42,000 which are permitted to enter. In other words, if 35,000 go back to Italy in the Fall and return in the Spring, the actual increase in Italian immigration the following year would be but 7,000. And the same applies to immigration from other countries.

It is sincerely hoped, not only for the good of the nurserymen and farmers, but others who have to employ common labor, that some steps will be taken to modify

present immigration laws along these lines. 100,000 Italians coming in this country every year would not be labor leaders are making a great outcry against this proposed increase in immigration. They are too short-sighted to see that unless we have ample common labor the country cannot progress as it should.

Let us hope that the President and Congress may see the light and that we may before long be relieved of a law which is certainly hampering the work of the farmer, nurseryman, and the employer of common labor throughout the country.



It seems unfortunate that the Federal Horticultural Board cannot be induced to realize the ill effects to horticulture in this country due to certain provisions in the functioning of Quarantine 37. As I said before there are a number of seedlings of plants which should be permitted entry into this country under the same regulations as fruit stocks and with no greater danger of bringing disease or insects than is the case with fruit stocks. There are a number of fine trees and shrubs which this country needs which are practically out of the market to-day for the reason that the small seedlings or rooted plants cannot or have not been produced in this country and on which, it seems, we are dependent upon Europe, trees and plants, by the way, for which there are no substitutes. Take, for instance, the European Beech. I would be very glad if the F. H. B. would point out where we can procure, in this country, seedlings of this plant. There may be a few odd hundred here and there which in a big country like this don't mean anything. The European Beech, as an individual specimen, has no substitute. As a hedge plant, for certain purposes, there is nothing that could be used in its place. The same applies to the European Hornbeam for either an individual specimen or for hedging. For grafting Rivers Purple Beech, which we can do if we could get the European Beech seedlings, there is no satisfactory substitute and the same thing applies to many other trees and shrubs.

With all the attempts that have been made, there have practically been no successful propagations of these seedlings here. If there have been I would be glad to have the F. H. B. point out where they can be procured. I think I have some knowledge of the nursery production in this country but I confess that I don't know where any of these plants can be had and the larger stock to-day suitable for permanent planting is practically exhausted.

It must be kept in mind that the reason why we cannot successfully produce some of these seedlings is due to the fact that the seeds must be planted immediately after the crop is gathered. They cannot be imported from Europe and kept throughout the winter for spring planting, but must be put in the ground immediately, the seed is ripe in the fall. We cannot procure these seeds in this country except by importing them and then they arrive here too late to be of any use.

There seems to be no reason why the F. H. B. should not be willing to grant special permits for the importation, under the same regulations as fruit stocks are imported, of some of these ornamental seedlings which up

"BUY THE BEST"

ROSES

ALL 2-YR. NO. 1 STOCK
UNLESS NOTED

HYBRID PERPETUALS AND MISCELLANEOUS

American Beauty. Deep pink to crimson
Anna de Diesbach. Carmine pink, very large
Baron de Bonstettin. Dark rich crimson
Baroness Rothschild. Rich satiny pink
Captain Hayward. Bright crimson-carmine
Clio. Flesh color, deepening to rosy-pink
Coquette des Alpes. Milk-white tinged with rose
Earl of Dufferin. Crimson shaded maroon
Fisher Holmes. Deep crimson, resembling Jacqueminot
Flora McIvor. Blush white, sweet briar
Frau Karl Druschki. The grandest snow-white Rose.
General Jacqueminot. The "Jack" Rose, Crimson
Harison's Yellow. Bright, clear, golden-yellow
Hugonis (Species). See description on opposite page
John Hopper. Clear bright rosy-pink
Louis Van Houtte. Very vivid crimson
Mme. G. Luizet. Soft pink, center flesh color.
Mme. Plantier. Pure white, an enormous bloomer
Magna Charta. Extra large, bright rosy-pink
Marchioness of Lorne. Bright shining rose
Margaret Dickson. White with flesh colored center
Marshall P. Wilder. Extra large, color deep, dark red
Mrs. R. G. Sharman-Crawford. Deep rosy pink
Paul Neyron. The largest pink Rose
Persian Yellow. Golden yellow, very fine
Pierre Notting. Rich deep red
Pierre Notting, No. 2's. Rich deep red
Vick's Caprice. Striped red and pink

ROSE HUGONIS

The new golden rose from China, reported by the Arnold Arboretum Bulletin as "not only the handsomest of the Roses discovered in China during the last quarter of a century, but in the judgment of many persons is the most beautiful of all roses with single flowers."

RUGOSA ROSES

Agnes Emily Carmen. A brilliant red Rugosa
Conrad F. Meyer. Clear silvery rose
Conrad F. Meyer, No. 2
Mme. G. Bruant. Double, pure white flowers
Rugosa alba. Single white, intensely fragrant.
Sir Thomas Lipton. The best double white

MOSS ROSES

Blanche Moreau. Pure white, perfect flowers
Henry Martin. Bright rosy red
Princess Adelaide. Bright rose pink
Salet. Light rose and blush pink

HYBRID TEA ROSES

Duchess of Wellington. The most popular yellow
Gruss an Teplitz. Brilliant rich crimson.
Gruss an Teplitz, No. 2's. Brilliant rich crimson
La France. Delightful peach-blossom pink
My Maryland. Rich salmon-pink
Nerissa. Cream white, center peach-pink
Radiance. Brilliant rosy carmine
Radiance, No. 2's. Brilliant rosy carmine

POLYANTHAS (BABY RAMBLERS)

Jessie. Unfading glowing crimson
Orleans. Rosy red with white center

MISCELLANEOUS CLIMBERS

American Beauty, Clio. Rosy-crimson, large flowers
American Pillar. Rich rosy-pink, approaching carmine
Clotilde Soupert. From 4-in. pots. Flesh pink
Coronation. Crimson scarlet, center flaked white
Dorothy Dennison. Flesh pink
Dorothy Perkins. Clear shell-pink
Dr. Van Fleet. Large flowers, delicate flesh-pink
Excelsa. Rich, clear carmine-lake
Farquhar. Clear shell-pink
Hiawatha. Intense deep crimson. Spectacular
Kaiserin Aug. Victoria, Cli. H. T. soft lemon-white
Lady Gay. Lovely loose clusters of cherry-pink
Lady Gay, No. 2's. Loose clusters of cherry-pink
La France, Climbing. H. T. Peach-blossom pink
May Queen. Profuse bloomer, clear bright pink
Miss Messman. Crimson, very free in bloom
Orleans, Climbing. Rosy red with white center
Rosiere. Flesh pink, shading lighter pink
Ruby Queen. Rich ruby-red with white-center
Tausendschoen. Clear pink to white
Wichuraiana, No. 2's. Snow white

NEW BOX BARBERRY

Dwarf in growth. Makes a lovely edging plant. The foliage is small and dainty. The young leaves are a beautiful emerald green in the Spring, changing to a pleasing soft green during the Summer and rich red in the Fall. Hardy anywhere in U. S. A.

HARDY FIELD SHRUBS

*Novelties Worth Noting

Variety	Size
Buddleia variabilis magnifica	2 - 3 ft.
Buddleia variabilis magnifica	3 - 4 ft.
Calycanthus floridus (Sweet Shrub)	1½ - 2 ft.
Callicarpa purpurea (Transplants)	12 -18 in.
Callicarpa purpurea	18 -24 in.
Cornus sanguinea, 2 yr.	
Deutzia crenata flora plena	3 - 4 ft.
Deutzia crenata flora plena	4 - 5 ft.
Deutzia crenata flora plena	5 - 6 ft.
Deutzia gracilis	1½ - 2 ft.
Deutzia gracilis rosea	2½ - 3 ft.
Deutzia Lemoinei	2 - 2½ ft.
Deutzia Lemoinei	3 - 4 ft.
*Deutzia magnifica	2 - 3 ft.
*Deutzia magnifica, 3 yr.	3 - 4 ft.
Deutzia, Pride of Rochester, 4 yr.	3 - 4 ft.
Deutzia, Pride of Rochester	4 - 5 ft.
Euonymus Japonica	8 -12 in.
Forsythia Fortunei	3 - 4 ft.
Forsythia Fortunei	4 - 5 ft.
Hibiscus, Althaea Banner	2 - 3 ft.
Hibiscus, Althaea Banner	3 - 4 ft.
Hibiscus, Althaea Bicolor Double	8 -12 in.
Hibiscus, Althaea Double Pink	12 -18 in.
Hibiscus, Althaea Double Pink	2½ - 3 ft.
Hibiscus, Althaea Double Pink, 3 yr.	3 - 4 ft.
Hibiscus, Althaea Jeanne d'Arc	12 -18 in.
Hibiscus, Althaea Jeanne d'Arc	2 - 3 ft.
Hibiscus, Althaea Jeanne d'Arc	3 - 4 ft.
*Hibiscus, Althaea, Wm. R. Smith	12 -18 in.
Hydrangea arbores, grand, alba	1½ - 2 ft.
Hydrangea paniculata grandiflora	18 -24 in.
Hydrangea paniculata grandiflora	2 - 2½ ft.
Lonicera Morrowii, 2 yr.	3 - 4 ft.
Lonicera Morrowii, 3 yr.	4 - 5 ft.
Philadelphus Avalanche, 3 yr.	4 - 5 ft.
Philadelphus Bouquet Blanc	2½ - 3 ft.
Philadelphus coronarius	8 -12 in.
*Philadelphus virginal (New)	12 -18 in.
Spiraea Anthony Waterer	12 -15 in.
Spiraea Anthony Waterer, bushy	18 -24 in.
Spiraea Van Houttei	3 - 4 ft.
Spiraea Van Houttei	4 - 5 ft.
Symphoricarpos racemosus	2½ - 3 ft.
Syringa, Lilac, Persian Red	2½ - 3 ft.
Viburnum Opulus sterilis	18 -24 in.
Viburnum tom. plicatum, Japan Snowball	12 -18 in.
Viburnum tom. plicatum, Tree Form	2½ - 3½ ft.
Weigela candida	3 - 4 ft.
Weigela, Eva Rathke	1½ - 2 ft.
Weigela rosea	2 - 3 ft.

EVERGREENS, B. and B.

Thuja pyramidalis	1 - 1½ ft.
Thuja pyramidalis	1½ - 2 ft.
Thuja sibirica	9 -12 in.
Retinispora filifera (Transplants)	1½ - 2 ft.

HEDGE PLANTS

Berberis Thunbergii (Trans. Seedlings)	8 -12 in.
Berberis Thunbergii, Seedlings	12 -18 in.
Berberis Wilsonii	15 -18 in.
*Box Barberry (New). See first column.	
Buxus sempervirens suffruticosa	4 - 6 in.
*Ligustrum ibolium (New Hardy Privet)	18 -24 in.
*Ligustrum ibolium (New Hardy Privet)	3 - 4 ft.

FIELD VINES

Akebia quinata, 2 yr.	3 - 4 ft.
Ampelopsis quinquefolia (Am. Ivy)	18 -24 in.
Ampelopsis Veitchii (Jap. Ivy) 2 yr.	
Celastrus scandens	18 -24 in.
Clematis paniculata, 2 yr.	
Euonymus radicans	8 -12 in.
Euonymus radicans variegata	8 -12 in.
Hedera helix (Eng. Ivy). Pot grown	4 in.
Lonicera chinensis (Purple Honeysuckle)	1 - 1½ ft.
Lonicera chinensis (Purple Honeysuckle)	2 - 2½ in.
Lonicera Hendersonii	3 - 4 ft.
Lonicera Heckrottii, 2 yr.	1½ - 2 ft.
Lonicera Heckrottii	2 - 2½ ft.
Lon. Jap. aurea Ret. Honeysuckle	1 - 1½ ft.
Lon. Jap. aurea Ret. Honeysuckle	3 - 4 ft.
Lonicera Japonica Halleana	2 - 2½ ft.
Lonicera Japonica Halleana, 3 yr.	2½ - 3 ft.
Lycium barbar. (Matrimony Vine)	18 -24 in.
Lycium barbarum	3 - 4 ft.

Prices to the trade only. write for them. Boxing or packing at cost. Order early.

The Conard & Jones Co.

ROBERT PYLE, President

ANTOINE WINTZER, Vice-Pres.

West Grove, Pa.

to the present time have not been successfully produced in this country. Permit us to import these few things in quantity until such time as the F. H. B. find that they are being produced here. We are all making an attempt to grow these things but so far unsuccessfully but as long as we are making the attempts, the F. H. B. should assist us by permitting us to bring over a few of these plants so that the stock of them in this country may be continued until such time as we have discovered how we can grow the seedling plants ourselves.

If the F. H. B. would have just a little more confidence in the nurserymen and believe them, when these facts are pointed out, everything would move along just a little more smoothly and the nurserymen would feel that the F. H. B. at least was trying to help them out. In some few things they have realized these conditions and are granting special permits for Rhododendron and Azalea seedlings and more lately Japanese Maple stocks. Now let them go a little further and give us permits for a few other things which we need quite as badly as those for which they are now granting special permits.



President Lindley, of the American Association of Nurserymen, seems determined to make the forthcoming convention in June a "real" success. At the recent meeting of the Western Nurserymen's Association in Kansas City, he, very wisely, gathered together all of the officers and the chairmen of all the committees in conference. No doubt, they have made some wonderful progressive plan, the development of which will be awaited with great interest by the members of the association.

President Lindley is a worker and a deep thinker and I, in common with other nurserymen, believe his administration will be progressive and a great success. He is setting a stride which Vice President Harlan P. Kelsey will have difficulty in keeping up when the presidential mantle falls on his shoulders, as no doubt it will, when the election is held at the June convention.

DEVELOPMENT OF THE NURSERY TRADE

BY C. A. TONNESON

Executive Secretary of the Pacific Coast Association of Nurserymen

Editor National Nurseryman:

Your first article in the December issue on Development of the Nursery Trade emphasizes the retail trade as a strong factor for expansion and concludes with the statement that present conditions do not favor the distributor or retailer, also in a former paragraph in same article, it is suggested that "The wise retailer of the future will let the grower hold the bag."

It is true that the dealer or distributor is equally as important to the nursery vocation as is the retailer in most other lines of business and that since the war period supply of nursery stock in general has not kept pace with demand, hence the retailer of nursery products, being the middle man, has suffered diminished

volume of business with less profits in proportion.

The growers evidently are striving to catch up and to supply ample surplus for development, or expansion and now, it seems, is the time to assume and put into practice a policy that will serve to standardize production and stabilize the business in a manner fair alike to growers and retailers.

In order to analyze the problem and determine how this may be accomplished, a glance at early experiences during years past might help to visualize the principles essential for success. A nurseryman was located in a district having a surrounding radius of 50 to 100 miles without competition as railroad facilities were only in the early development stage. He had produced what in his opinion was a normal supply of nursery products for the district. There were two distributors. Regardless of whether they were agents or selling on their own responsibilities it developed upon them to do the retailing.

Together the grower and sellers determined the prospective demand and anticipated expansion from year to year, the plant and arrangement were based accordingly. Production was somewhat near the mark of what the trade required and usually with a fair clean up. There was fair play on the part of both interests and the policy in vogue made co-operation practicable.

During later years, with rapid expansion of commerce the nursery vocation naturally followed in same course. Developments surpassed the methods in detail formerly employed by nurserymen working individually, or in small groups. Organization on a large scale was the natural result, but it appears that in such transformation some important principles essential for co-operation were omitted, among which was the matter of keeping up surveys to determine as accurately as possible the prospective demand, anticipated expansion and available supplies covering the entire country of distribution for the benefit of all the membership. While it may have been done in an indefinite manner by and for the benefit of the few who had the price and time to attend conventions, the great majority of nurserymen with smaller plants were left to work in the dark as to what they should or should not grow, becoming the prey of those assuming the role of buyers, or dealers, in the language of your writer they held the sack. Without regard to the question of honesty of individuals, under such system or method, co-operation is out of the question.

To obtain co-operation in industry and business, fair alike to grower, large or small, and to distributor or dealer that will afford substantial development, a policy must be assumed providing for surveys to determine the situation on a large scale based on the principle of early day nursery practice and there must be fair play on the part of the organization to reveal such information to the members regardless of size of plant, and fair play must be exacted from each member in the conduct of business.

Your article further states that "Restricted production for the purpose of securing high prices from the consumer is economically unsound and decidedly anti-expansion." That is true and the method would be impractical for there is no law preventing any one engaging in

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.

SUGAR MAPLE, 5 to 7 feet, once transplanted, for lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum

Cherry and Quince

Small Fruits

Ornamental Trees

Shrubs

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W. & T. SMITH COMPANY

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77 Years

1000 Acres

Write for special prices

Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

February 1923.

NURSERY SPADES

EXTRA LONG STRAPS

and

REINFORCED AT
BEND OF HANDLE

also where

STRAP IS WELDED
TO BLADE

*Made in Either Square
or Round Point*



T. ROWLAND'S SONS, INC.

Cheltenham -:- Penna.

the growing of nursery stock as a business and thus increase production in anticipation of profit.

It appears that the impression prevails among some, that the Pacific Coast Association of Nurserymen restricts production. That is not the case. This body determines, as accurately as possible, what is the prospective demand and the probable increase that can be developed as compared with prospective plant and supplies the membership with such information. If the total proposed plant is out of proportion or anywhere near twice as much as is likely to be sold and distributed, then growers interested in the particular lines in question have the opportunity to choose individually if they will reduce, or grow too much and risk a brush pile. The association in that particular merely functions to apply the same common sense principle on a large scale as the individual early day nurseryman practiced.

Until very recently fruit merchants worked in the dark, some years making exorbitant profits which were lost a following year. Values were uncertain and disappointing both to the trade and to growers. World-wide surveys are now being made by the International Fruit Distributors organization. They ascertain the capacity and prospective markets in every commercial avenue, determine relation of supply and demand and base market values accordingly.

In order to have substantial market development on the basis of co-operation fair alike to all concerned, correct policies must be assumed and put into practice and to bring that about retailers and distributors can be helpful to the mutual benefit of themselves and growers.

Co-operation on the part of the members of the Pacific Coast Association of Nurserymen is highly ideal, general business good and expansion, or development substantial and satisfactory.

PLAN TO PLANT ANOTHER TREE

Subject: *How the Woman's Club of Concord, Georgia, Observed Tree Planting Week Under "Plan to Plant Another Tree," By Planting an Average of Four Trees for Every Man, Woman and Child, Instead of One Tree As Originally Planned.*

By MRS. C. T. SMITH, *Chairman of Committee.*

Mr. Chairman and Gentlemen of the Illinois State Nurserymen's Association:

I come before you today to tell you about the work being done by the Woman's Club of Concord, Georgia, and of the possibility of extending that work and making it broader and greater. I also wish to bring to you the thought that your association and the other great nursery associations of the country might aid very materially in pushing this work to success.

A foundation has been laid on which a wonderful structure of good work can be built. A start has been made which has demonstrated that the plan is a good one, and that it can be easily put into successful operation, and like the snow ball rolling, it will grow larger and greater with each turn. There are great possibilities in it, and a future that holds much promise.

This work was started by the Concord Woman's Club in recent months. The ladies were planning various things for the good of the town, and, as is usual in a club of this sort, they were working for the public good. You will usually find the Woman's Club taking the lead in blazing the way for progress. This is true in almost every city, for they are usually the moving force in every campaign for good.

We believe in our town, and are working for its improvement and betterment. We wanted to do things for the place that would be lasting and permanent. In seeking new and better things along this line, we were especially impressed with the need for more trees, and shrubbery; more rose bushes, and flowering plants. This seemed to offer our best opportunity.

We studied the plans of your very efficient secretary, Mr. Young, and were much impressed with his "Plan to Plant Another Tree." We decided it was possible, and well worth while to adopt his plan, and our committees carefully canvassed the town in our efforts to make the plan unanimous. We called on every resident and talked more trees and better trees.

Each day the interest and enthusiasm for the work increased. Those who were only mildly interested in the plan at first, became more interested each day, and some who at first thought they might plant another tree, finished up by planting a dozen or a hundred trees and shrubs, which illustrates how the interest grew.

We did not stop at one day, but took a week for it, and when the week was ended some of our people were just getting a good start. They had planted *the* tree all right, but were now planting many trees, and planning for still more trees, for it is a fact that there is a fascination about the work that makes us always wish to plant more trees. Our people who already had the greatest number and variety of trees, were the ones who planted most.

We realized, as the work progressed, that we were doing more to beautify the town, and improve it than had ever been done before, and it was noticeable that we were doing the good work at less cost than would be possible in any other way. It was also remarked, more than once, that we were planting trees that would live in foliage, flower and fruit long after our members had passed away, we were thus building a memorial to the Woman's Club of Concord, and to its members, which would be about as permanent as anything we could build.

The campaign was a great success. We planted more trees than were ever planted here before in any one campaign. We helped to beautify more places than ever before and now there are prospects of fruit, flower and shade, where they did not exist before. It was a beautiful and wonderful transition.

Many other women's clubs in other towns have already expressed a determination to do as we have done, next year. The district federation of woman's clubs of the sixth district of Georgia is now planning to put on this campaign in every club in the district next year. This is a direct result of the work that we have started. The officers of the State Federation are talking of making this campaign state-wide in the near future.

Our work has been given much publicity through the

520 Acres Hardy Productive True-to-name
STRAWBERRY PLANTS

**GROWN AND
PACKED
BY FOLKS
WHO KNOW
HOW**

Practically all our plants are grown on new light soil. The roots are long and bright. Just the kind that will please both you and your customers. Season — Nov. 1st to May 15th.

Write for our latest bulletin. We can save you some money on your orders.

Our Specialty
PREMIER-HOWARD 17
More than 200 Acres
the Above

E. W. TOWNSEND & SONS
WHOLESALE NURSERY
SALISBURY : MARYLAND

Catalogue on Request Fully Describing Our New and Standard Varieties



**New York State Nurserymen's
Association
ANNUAL MEETING**

POWERS HOTEL, ROCHESTER, N. Y.

THURSDAY, FEBRUARY 8, 1923

There will be sessions morning and afternoon, commencing at 10 A. M.

Good speakers will address the meeting on pertinent subjects.

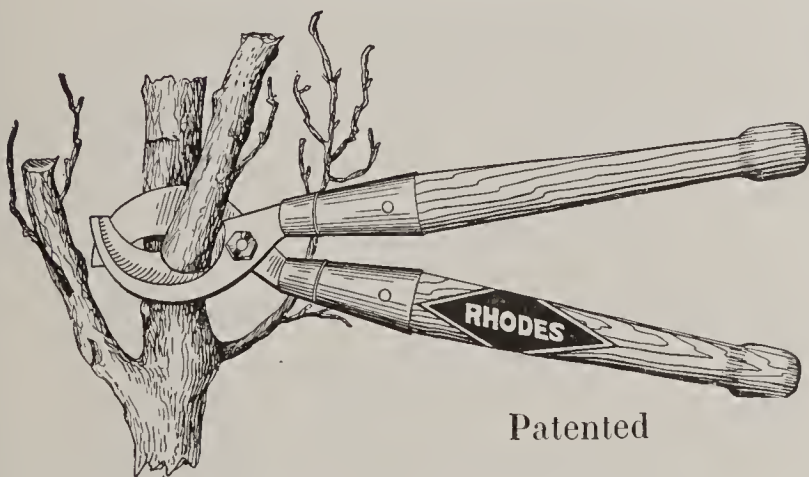
Banquet and entertainment at 7 P. M. Tickets, \$3.00. All nurserymen are invited.

Those intending to be present at the banquet should notify the Secretary, from whom tickets may be procured at the meeting.

C. J. MALOY, Secretary
209 Linden Street, Rochester, New York

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PRUNING SHEARS**

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The finest cutting and best made pruner on the market and the only one that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes.

They are advertised in all the leading journals throughout the country and will prove a profitable line for you to handle. All goods delivered.

Send for circular and trade discounts.

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L. R. TAYLOR & SONS

TOPEKA - - - KANSAS

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NOVEMBER 23rd*

**We Are Digging Our
APPLE SEEDLINGS NOW**

**Try Our
Late Dug, Well Matured
Seedlings—They Give
Results**

help to us and we appreciate it very much.

It is fine to have a tree planting week, and work up the idea in each community, to help enthruse each home owner. In this way he is brought face to face with the subject in such a way that he is almost sure to "Plan to Plant Another Tree," and then many more trees. It develops into a systematized planting or a form of organized planting that makes for greater success.

There is a great future for this work. No one can deny the good of planting more trees, or of the necessity of such planting. No one will deny the value, the usefulness, the beauty, and the restfulness of properly selected trees. There is one point on which we especially need education, and that is to plant more trees. Not one home in fifty has enough trees growing around it. Nearly everyone believes in planting trees, but they do not believe it strong enough. It is so easy to put it off, or do it with lack of thoroughness. It is along this line that we need more training in tree planting.

I feel like it should be the aim and purpose of each of us, each home owner, to do all, and everything we can to promote the idea of planting more trees. There is nothing nobler or more beautiful to which we can turn our attention and efforts. Therefore, let us resolve anew not only to "Plan to Plant Another Tree," but to help at all times to influence others to adopt the idea and to live up to it.

THE AIM OF THE NURSERY TRADE

BY ERNEST HEMMING

*General Manager of the Canterbury Nurseries,
Easton, Md.*

Read Before the Meeting of the Illinois State Nurserymen's Association, January 12, 1923

Mr. President, Ladies and Gentlemen of the

ILLINOIS STATE NURSERYMEN'S ASSOCIATION

When I received the letter from your Secretary, Mr. Young, asking me to come to Chicago and address this meeting I immediately decided it was out of the question for a number of reasons. Among them were: My own business affairs would not permit of it. I was never much of a success at public speaking and there were undoubtedly nurserymen in Illinois far more able than I.

When I reread the letter with a view to dictating a reply, expressing regrets that I should be unable to be present, no excuse I could think of rang true. If I did not come I should either appear as uninterested or a slacker.

That letter read as if it took for granted I was coming, stating a room in the hotel had been engaged, transportation arranged for, etc., and was characteristic of the Illinois State Nurserymen's Association. It goes ahead and does things, and has the happy faculty of making others feel like slackers, if they do not do their bit for the good of the trade.

The reason Mr. Young picked on me I think was because, in my spare moments I try to edit a paper. I think he overlooked the fact that I was born in England and you know an Englishman's mental processes function very slowly, also that I am a nurseryman and outside of a Nursery, their mental processes often don't

function at all.

Editing a Nursery Trade paper does however make you think, you must read and hear and pass judgment on everyone's opinion and it forces you to take an interest in other nursery businesses, besides your own. It makes a co-op out of you all right.

Having earned my bread and butter as a practical nurseryman for the past twenty-five years a good part of that time being engaged in selling to the consumer, it can be taken for granted I have few illusions about the business but more enthusiasm and confidence in its future than I ever had.

Co-operation I believe is the theme of this convention. Before saying anything about it, I should like to say something about laws, not the kind that prevents you from having a drink or shipping nursery stock without a license, but the laws that were put in operation by the Almighty, in the beginning.

The world has discovered many of these laws, but it still sins greatly in not profiting by them. You may call them natural laws, laws of morality or psychology, you may call them what you like but you can not side step them as easily as those on the statute books. Because unless you are working in harmony with them they simply won't function, and you fail to accomplish.

Let us see how these laws work in connection with co-operation among nurserymen. Each nursery is a unit, essentially selfish working under the law of survival of the fittest. A Nurseryman must first look after his own business, unless things are alright and prosperous at home he is in no position to co-operate in things that only benefit him indirectly and in the perhaps distant future. So a common policy based on equity to all is essential to secure co-operation. Anything that favors the wholesaler and does not benefit the retailer or favors one section of the country and not another, that is fixed to benefit the big fellow and ignores the little fellow will not produce co-operation.

THE AIM OF THE NURSERY TRADE

Now what is the aim of the Nursery Trade? I doubt if a clean cut platform, that is practical, or program that all branches of the trade can enthusiastically endorse has yet been conceived. At least it has not had publicity enough to make it known.

The average nurseryman has a vague idea that if we get a slogan and advertise it, that it will increase consumption so that he can sell all he raises at high prices, do away with the brush pile and be prosperous.

That is a pipe dream. Those laws I mentioned don't work that way so it is very important the trade have a practical aim that all can subscribe to and work hard for its success.

What does the economic law, so far as has been discovered, say about price, supply and demand. I think you will find it something like this—Assuming publicity has been sufficient to arouse the interest and create a desire in the buying public for our goods. A high price limits the consumption, as the price is lowered consumption increases until a point is reached when further reductions have no effect, except to demoralize the market. We are all old enough to have seen the rise of the automobile industry and to have noted the greatest measure

WE OFFER TO YOU

In All Grades

Apple Seedlings

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Apple Grafts

In Either Piece or Whole-root Grafts

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SURPLUS STOCK

We offer to the trade a large stock of Elberta, Hiley and Hale's Early Rose June Budded peach trees. Delicious, Yates, Black Ben, Terry's Winter, Stayman's Winesap apple trees 1 and 2 years.

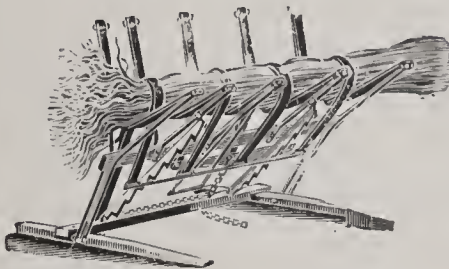
Lining Out Stock

100,000 feet of Brown Turkey and Celestial Fig wood.
500,000 Amoor River Privet (South) Seedlings.
100,000 California Privet Cuttings.
25,000 Ibotia Privet Seedlings and Cuttings.
10,000 Lombardy Poplar Cuttings.
5,000 Deutzia Cuttings.
5,000 Seedling Water Oaks.

Wanted

Apple, Pear, Plum, Cherry, Seedlings, Small Evergreens, Flowering shrubs, Roses for LINING OUT this winter. Let us have your prices and variety lists. Send for our Wholesale Prices. We have been engaged in the Nursery Business since 1888.

THE CURETON NURSERIES
AUSTELL, GA.



The THOMAS TREE BALER

Place Your Order Early for These Balers

Owing to the death of the late J. W. Stevenson we will be limited as to output this first season.

To those who have never used a Thomas Tree Baler, we enumerate a few advantages over the old way of tree bundling.

1st—You save 25 to 33% box and car room by using our improved baler.

2nd—You will save the cost of baler during one packing season by eliminating the expense of expert labor over the old way.

3rd—You save money in less labor, freight, twine, straw and burlap, also the trees are baled without bruising.

These Balers Are Made in Two Sizes

Medium, \$35 F. O. B. North Bend, Nebr.

Large, \$40 F. O. B. North Bend, Nebr.

Terms, Cash With Order

*All Balers Are Tested Before They Are Shipped
Further Information on Request*

Sold By

G. A. MILLAR, North Bend, Nebr.

Successor to J. W. STEVENSON

HILL'S EVERGREENS FOR LINING OUT

Now booking for Spring 1923 delivery on choice lining out Evergreens as follows:

Douglas Fir x	8-10	Colorado Blue Spruce	x	6-8
Hemlock x	8-10	"	xx	8-10
"xx	12-18	Austrian Pine x	8-10
Chinese Arbor Vitae	.. o	6-8	"xx	12-18
"	.. x	8-10	Jack Pine o	10-12
Juniperus Canadensis	o	6-8	Hill's Mugho Pine	.. x	4-6
"	..xx	12-18	Ponderosa Pine x	8-10
Juniperus Canadensis			"xx	10-12
Aurea x	6-8	White Pinexx	10-12
Juniperus Pfitzeriana	x	8-10	"xx	12-18
"	... x	10-12	Scotch Pinexx	12-18
Juniperus Stricta x	8-10	Retin. Filifera Aurea	x	8-10
Juniperus Communis	.. o	6-8	Taxus Cuspidata		
Juniperus Sabina	... x	6-8	Brevifolia x	6-8
Junip. Tamariscifolia	x	6-8	Compacta Arbor Vitae	x	6-8
Juniperus Scopulorum	x	6-8	Pyramidal Arbor Vitae	x	6-8
"	xx	10-12	Rosenthals Arbor		
Juniperus Virginiana	..xx	12-18	Vitae x	6-8
"	xx	18-24	White Tipped Arbor		
Pachysandra Termin.	x	4-6	Vitae x	6-8
White Spruce x	8-10	Siberian Arbor Vitae	x	6-8
"xx	12-18	Woodward's Globe		
Black Hill Spruce	... x	6-8	Arbor Vitae x	6-8
Norway Sprucexx	12-18			
"xx	18-24			

0 Indicates never transplanted.
Each x indicates one transplanting.
Suitable for bedding out.

SPECIMEN EVERGREENS

A most complete collection of choice Evergreens, balled and burlapped.

SHRUBS AND ORNAMENTALS

For lining out. Also a good assortment of the standard transplanted shrubs. Choice No. 1 Roses.

Send for Catalog, Prices and Samples. Let Us Quote on Your Want List.

THE D. HILL NURSERY CO.

Evergreen Specialists—Largest Growers in America

Box 401 DUNDEE, ILL.

of success went to manufacturers who catered to the needs of the many.

Now about this platform that is at the back of our slogan and cooperative efforts. If it is a purely selfish one, the nature of nursery products and economic laws doom it to failure. Judging from the addresses made at conventions, opinions expressed by individual nurserymen and association activities the belief is all too prevalent that restricted output would be panacea for our troubles. It is only very recently the National Association made a tentative attempt to convert itself into a monopolistic corporation.

The average nurseryman sees or thinks he sees other trades that are able to control output and in a measure control prices and would like to apply the same practices to the nursery trade. But gentlemen we're not handling proprietary goods, patents or even manufactured articles. Ours are primary products with the raw material only limited by brains and labor.

How are you going to artificially control prices? I am sure not by selfish processes of restricted output. A business to be a success must produce in such volume and at such prices that its goods are within the reach of all, if it is to reach its maximum of Service to the people.

Don't for a moment think that any propaganda or publicity is going to produce the results we are after unless it is founded on serving the people to their advantage rather than ours.

Look into the history of any successful business corporation or association, they have succeeded to the extent they have served humanity. If you could consult one of the executives of these monopolies he would tell you while they charge all they can they are very careful not to raise the price to where it will reduce consumption.

Maximum consumption at highest price it will permit should be the policy of the nurserymen, not restricted consumption with a view to keeping prices up. To attain maximum consumption we must approach the problem from the consumer's point of view and make beauty easily available to all and in doing so you will make it popular.

It is up to the Nurserymen or ornamental Horticulturists, as we sometimes call ourselves, to do something that will entitle us to our profession.

If the extent of our service consists of getting as good living as we can for ourselves we do not deserve the interest of others. But if we are the means by which we make it possible for the homes of the Country to be made beautiful, why then we shall be entitled to cooperation from everyone and get it.

The sentiment, desires of the whole country are in our favor if we will only tackle the job and do it. There is scarcely a child born that does not like to play in dirt, grown people are only children of larger growth and lying dormant in practically everyone is a love of the beautiful, and that desire to place a stick in the mud and grow a beautiful tree or in some way satisfy a plant hunger that lies dormant in almost everyone.

In fact, if we look at what might be called the field for the market development for nursery products, there is absolutely no end and no limit and we as a trade are years behind other trades in the methods of selling and

distributing our products.

The United States has now reached an age as a country when the people have more time to think about the finer things of life. Americans are better clothed than any nation on earth, better housed, better fed, have more luxuries, yet perhaps when it comes to the yards, gardens, houses, villages, towns and cities they are decidedly more utilitarian than beautiful.

The nursery trade has been progressive in methods of production, when the necessity has arisen it has been equal to it. The fruit industry alone proves that, but it is sadly behind in distribution, lacking in modern methods of publicity advertising and distribution.

The units of the trade try to be producers, wholesalers and retailers even encroaching on the profession of landscape gardening. The trade as a whole has never been able to see that such a policy must necessarily prevent as large consumption of its products, as is enjoyed by other trades.

Try and imagine the growers, growing only those things in great quantity, they could grow cheapest and best, depending on the retailers or small nurseries distributing their goods to the consumer.

The large concerns instead of having centralized nurseries, trying to grow a great variety and sell them, establishing a chain of small nurseries so that every town would have its nursery as well as its butcher and baker. The goods to be shipped in bulk to these distributary points. I am not referring now to the supplying of large commercial orchards, parks, cemeteries, etc., but the homes in county, town and village throughout the United States.

The very nature of our products would seem to call for such an aim in the Nursery business.

My message to the Illinois State Nurserymen's Association or perhaps I should say disjointed remarks may be summarized somewhat as follows:

Plan cooperation so that it will cooperate—Convince the public by publicity, that "Beauty is Wealth," and the trade is sincere in its efforts to supply it.

Progress and profit will come to the Nursery trade by making it possible, and necessary for a better standard of living, so that the many may use its products.

The nurseryman's profits must come from economies in production and distribution, especially the latter. Encourage the retailer so that every locality will have a service and supply station.

Personally I do not think a slogan is of vital importance. It is a good thing to have one to give point to the propaganda of the nursery trade publicity campaign for the development of a market for our products, and I suppose a catchy phrase with a point to it, that all nurserymen would rally to is the best. But don't forget it is business management and funds that produce profitable publicity and above all cooperation to serve the public that will place the nursery trade where it belongs.

Mr. B. J. Manahan, manager of the Pontiac Nursery Company, Detroit, Michigan, will leave on January 16th with wife and son for a two months' trip to Los Angeles and Southern California.

K E R M U L

At Last! - A Permanent Kerosene Emulsion-

FARMERS AND NURSERYMEN—You can now buy your Kerosene Emulsion in stock cans—laboratory grade, high test—standard in Kerosene content—evenly and permanently emulsified—ready to use.

The trade name of this special high test Kerosene Emulsion is—
K E R M U L

So concentrated that in spraying the average solution is 30 parts water to 1 of KERMUL.

PRICES

5 gal. cans . . 80c per gal.
50 gal. drums . 80c per gal.
1 gal. can . . . \$1 per gal.

So permanent that it can be used with same effect next week, next month, next year.

KERMUL PRODUCTS, INC., 15 WILLIAM STREET
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SURPLUS TREES IN STORAGE

Can Be Shipped Any Time

WRITE FOR PRICES

PEACH TREES

	9/16	7-9/16	5-7/16	2-3'
Belle of Georgia	3000	2500	2000	2000
Carman	1500	2000	1000	500
Champion	3000	1500	1000	500
Crawford Early,	400	300	200	100
Crawford Late	250	250		100
Crosbey	200	100		
Foster	200	250	100	100
Fox Seedling	1000	500	500	200
Greensboro	2000	1500	2000	1000
Hieley	500	1000	600	400
Iron Mountain	400	500	200	300
Mountain Rose	800	400	400	100
Old Mixon Free	800	300	350	100
Ray	400	200	100	150
Salway	500	400		

Also a few Elberta in assortment, strictly first-class.

APPLE TREES, 2 Yr. 11-16 and up

500 Delicious	500 Stayman W. S.
200 Duchess of Oldenburg	400 Wealthy
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600 Jonathan	100 Winter Banana
500 McIntosh	800 Yellow Transparent
300 N. W. Greening	400 Hyslop
500 Red Astrachan	600 Transcendant

McIntosh in Assortment Only

THE BARNES BROS. NURSERY CO.
YALESVILLE, CONN.

We have at Shenandoah, Iowa, now ready for reshipment, two boxes each containing one hundred 4-6 ft. English walnuts, one box containing two hundred 4-6 ft. English walnuts and one box containing three hundred 3-4 ft. English walnuts. These are the famous Franquette English walnuts. Wire your order. We will wire shipping instructions.

SPECIALIZING IN

ENGLISH WALNUTS CHERRIES
CAROLINA POPLARS BLACK LOCUST
LOMBARDY POPLARS CLIMBING ROSES
FRANQUETTE WALNUTS

Car lots will be distributed from Eastern and other re-shipping points this Fall, Winter and next Spring. Write for prices on your requirements.

OREGON NURSERY CO.
ORENCO, OREGON

PULLING TOGETHER

Read Before the Illinois State Nurserymen's Association

By J. FRED AMMANN

Field Organizer of The Florists' Telegraph Delivery

If we could say with the Apostle Paul as in his second letter to the Thessalonians, Chapter 1, Verse 3:

"We are bound to thank God always for you, brethern, as it is meet, because that your faith groweth exceedingly, and the charity of every one of you all toward each other aboundeth," we could then feel assured that we are pulling together, so that the cause we are working for, be it religious, social, or commercial, is making progress.

There never was time in the history of our country when there was a greater need for agricultural interest, and I mean by that agriculture in its broadest sense, including horticulture and all its branches to become better organized and to pull together.

The statistics of the Department of Agriculture and Labor tell us that if prices of agricultural commodities were in a just relation to those of other commodities in 1913, they are now thirty-six points out of adjustment. That is to say the purchasing power of farm products, their exchange value in other commodities is only sixty four cents on a dollar compared with what it was in 1913. And even then it was not equitable.

Now, I dare say that what was true of agricultural products in 1913 and is today, the same can be said of all branches of the agricultural industry. And those of us who are so closely related to the horticultural and floricultural interests know it to be especially true of the latter. Horticulture and floriculture are an integral part of agriculture and we have many things in common.

Therefore, our interests in the progress of agriculture in general should be such as to prove ourselves worthy of being a branch thereof. How could this be better accomplished than by organizing ourselves; co-operating and pulling together in order to strengthen whatever particular branch, thereof, we may happen to be.

One has said and I think truly so, that good will among men does not come as a miracle but it has to be worked, an loved and wrought out into every human relationship. We are living in the greatest age of opportunities, as well as unrest, that the world has ever known. The world, at large, is in a great turmoil. If ever man needed the hand of fellowship, it is now.

Organization is needed; co-operation even more so. Both of these we have a great deal of and are hearing much about in these days, but unless all this organization and co-operative work is carried on in the true spirit of justice, (and mean justice in the fullness that the word implies) we can never expect to get the benefit therefrom that we should.

The product from the industry that you men here assembled represent is among the most essential in our country. The fruit from the trees you produce make for better health. The ornamental nursery stock you produce helps to create happiness and better homes. You are, therefore, as a whole helping to produce a better citizenship. Hence, it is all the more essential that you continue to organize and co-operate to the end that your business may not only be a pleasure and a profit to you, but also in order that it may become a greater inducement for young men of this and coming generations to enter into with a willingness to carry on the great work.

We need more scientific training of young men and women in horticulture. We are continually facing new problems in cultural methods. We must, from time to time, devise better methods of marketing our product; all of which requires preparation and training which can be best brought about through co-operation and pulling together.

"Putting our House in Order" by L. E. Manning of the American Nurserymen's Association, published in a recent issue of Trade Papers, is the title of an article with diagrams of an outline for the purpose of binding together more closely the organized interests of the nurserymen by creating district associations. This in turn to be linked up with the state associations. This, if accomplished, will be a great step in advance.

The Florists' Telegraph Delivery Association is at the present time organizing District Units along the same lines. The work of which I happen to be in charge of as Field Manager is progressing very nicely and we feel will bring us great results. I might continue to dwell at length upon the matter of closer co-operation and organization for the purpose of bringing about better cultural methods and a higher quality of stock, and while this is all valuable and very necessary, we find, however, that the matter of production of agricultural, horticultural and floricultural products of America is not nearly so much lacking as

is the proper method of the marketing of same, or in other words the selling of the American people to the needs of our product.

And for the latter purpose we need more of both co-operative and individual advertising, nationally and locally. This must be done in order to sell the product. You, no doubt, are all familiar with the great slogan, "SAY IT WITH FLOWERS" adopted by the Society of American Florists in their Co-operative National Advertising Campaign. This has not been going on for the last four years and wonderful results have been achieved through it.

Other industrial organizations soon followed with similar trade slogans and they must, no doubt, too be getting results. To my mind a trade slogan to an organization is very much like a trade mark to a manufacturer and, therefore, every organization should have one. The Nurserymen's slogan, "Plan to Plant Another Tree," is a good one, but remember folks it will take considerable money to properly launch a slogan of this kind and it requires liberal contributions and sincere co-operation to bring about the results desired from an advertising campaign.

There is, I understand, a movement on foot to raise a fund in your Association for putting your Slogan across. I advise you all to get behind it, support it and subscribe to it. Encourage others to do the same and I can assure you that your investment will be a good one, and your time and efforts for pulling together not in vain.

J. FRED AMMANN,
Field Organizer, F. T. D.

NEW MEMBERS OF THE AMERICAN ASSOCIATION OF NURSERYMEN

The following have been elected to membership in the American Association of Nurserymen:

W. G. Eisele, 327 Cedar Ave., Long Branch, N. J.
George Lawler, Gardenville, Tacoma, Wash.
J. B. Wight, Cairo, Georgia.
Wichita Nurseries & Seed House, Wichita, Kansas.
Washington Heights Nurseries, R. F. D. No. 12, Knoxville, Tenn.
G. H. Thornburg, R. A. Box 360, Evansville, Ind.
Sunshine State Nursery, Yankton, S. Dakota.
A. H. Smith & Son, Perry, Ohio.
Lehde & Schoenhut, Gardenville, N. Y.
W. H. Guilford & Son, R. No. 2, Dubuque, Iowa.
Edwin K. Mooney, Madeira, Ohio.
The Bristol Nurseries, Inc., Bristol, Conn.

Quite a number of new applications are pending and any number of inquiries are being received, which shows decided interest in the membership drive, indications are that by the next convention one hundred new members will be added to the association.

December 27, 1922.

The National Nurseryman,
Easton, Md.

Gentlemen: Will you kindly insert the following in your question box? Some years ago some experiment station sent out *Populus nigra*. Is there any nursery that has propagated from same? The Nigra mentioned is slower growing than any other poplar. Type, a little broader than the Lombardy and foliage is small and dark green.

Thanking you for the favor, I remain,

Yours very truly,

C. N. RUEDLINGER.

The Federal Horticultural Board has removed restrictions against the shipment of *Mahonia repens*. There was a quarantine against this plant on account of the Black Stem Rust but it has been declared that this plant is not attacked by the rust that is destructive to small grains.

MYROBOLAN SEEDLINGS

FRENCH GROWN — FEBRUARY SHIPMENT

From New York. Sold in Case Lots Only.

MYROBOLAN SEEDLINGS, 1 Yr. 6300 Per Case
 “ “ 1 “ 5000 “ “

Offered subject to being unsold on receipt of order.

Write for prices understood packed and F. O. B. cars New York

McHUTCHISON & CO., 95 Chambers St., NEW YORK, N. Y.



T. S. HUBBARD CO., Fredonia, N. Y.

Growers of Grape Vines and Small Fruit Plants
 For Garden and Vineyard Planting

Established 1866

Send for Catalogue

COMMERCIAL NURSERY CO.

GROWERS OF HIGH-GRADE NURSERY STOCK

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

Decherd, Tennessee

FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.
SMALL FRUIT—Raspberry, Blackberry and Currants.
FINE LOT OF GRAPES—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.
SILVER MAPLE—Sizes 1 to 4 in.
NORWAY MAPLE—Sizes 1½ to 4 in.
CUT LEAF BIRCH, EUROPEAN SYCAMORE
 Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

H. J. CHAMPION & SON

PERRY, OHIO

DO NOT FORGET!!!

RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

THOMAS B. MEEHAN CO., Dresher, Penna.

When writing to Advertisers please mention the National Nurseryman.

NOT PRICE



BUT QUALITY

TREE SEEDS

LET US QUOTE YOU OUR ATTRACTIVE PRICE

T. SAKATA & CO.

SEED GROWERS AND MERCHANTS

YOKOHAMA, JAPAN

Sakai-Cho, Opposite Park

Branch Office—20 East Jackson Blvd., Chicago, Ill.

Pear blight is no longer injurious if you use our Blight-Resistant Ussuriensis Pear Seed Book now for immediate delivery—Attractively priced.

“International in Scope—Individual in Service”



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.
American Landscape School 54-G, Newark, New York

Established 1866

NAPERVILLE NURSERIES

— Growers of —

Trees, Evergreens, Shrubs, Perennials, etc.

Lining Out Stock

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE No. 1.

PLAN TO PLANT ANOTHER TREE

The "Plan to Plant Another Tree" movement has been endorsed by the Western Nurserymen's Association in convention at Kansas City, January 24 and 25, which voted to support it substantially in a financial way.

The Executive Committee of the Rhode Island Nurserymen's Association also endorses "Plan to Plant Another Tree."

The co-operation of the press is helping the movement along. The following is an editorial appearing in the Springfield, Ill., Register on January 15, 1923:

THE "PLANT A TREE" MOVEMENT

The decision of the Illinois Nurserymen's Association at its recent meeting in Chicago to spend \$10,000 in pushing a "plant a tree" movement is one that ought to prove profitable to both the nurserymen and the public.

It may look like advertising propaganda to some persons, but even so, a campaign of education will result in great good.

Nobody is better qualified to carry on such a campaign of education than men who know the right kind of trees to plant, and this is the kind of information the people need.

A committee is to be appointed "to encourage the planting of fruit and ornamental trees, shrubs, flowers and seeds," and thus "make each community a better place in which to live."

The State Register has consistently urged, in connection with the work of the planning commission for the improvement of Springfield, the appointment of a city forester to have charge of the direction of the work of conserving the trees of the city and the guidance of people in the selection of the proper trees to be planted in the future as well as the proper placing of such trees so as to serve the ends of utility and beauty. Progress is being made in this direction. In addition to the purely ornamental shrubs there are those which add to their ornamental qualities the very important one of supplying fruits and nuts, the planting of which in the right locations should be encouraged.

It isn't simply a matter of planting a tree, but of planting the right tree in the right place.

A GOOD SUGGESTION

The American Association of Nurserymen should invite representatives from state horticultural societies to meet with the association in joint session to consider the whole problem of "Trees True to Name." I think the association might well devote a session to this big problem as a method of promoting confidence between the nurserymen and their clients and I feel sure that the fruit growers would meet the nurserymen half way on this proposition.

S. W. FLETCHER,

Professor of Horticulture.

Pennsylvania State College.

NEW YORK STATE NURSERYMEN'S ASSOCIATION

The annual meeting of this association will be held at the Powers' Hotel, Rochester, N. Y., Thursday, February 8, 1923, commencing at 10 A. M. In addition to the business meeting, there will be a banquet at the same hotel, at 7 P. M., to both of which all are cordially invited.

AMERICAN ASSOCIATION OF NURSERYMEN

The second report of the office of Secretary and Traffic manager, Louisiana, Missouri, covering the months of October, November and December, shows total collections to date \$25,017.75. Total disbursements \$9,891.87. Leaving a balance in Treasury \$15,125.88.

SIXTEENTH ANNUAL MEETING OF THE OHIO STATE NURSERYMEN'S ASSOCIATION

NEW SOUTHERN HOTEL, COLUMBUS, OHIO
THURSDAY, FEBRUARY 1, 1923

PROGRAM

MORNING SESSION, 9:30 O'CLOCK

Secretary's Report. Minutes of last meeting.

Treasurer's Report.

President's Address.

What Varieties of Tree Fruits will Cover the Public Demand in Our Section? J. H. Gourley, Wooster, Ohio, Chief of Horticulture, Ohio Agricultural Experiment Station.

Discussion.

Will American grown lining out stock prove as satisfactory as Foreign stock? H. S. Day, Fremont, Ohio.

Discussion.

Is it beneficial to general nursery trade, to contract for stock grown by other than recognized nurserymen? T. B. West, Perry, Ohio.

Luncheon, 12:30, New Southern Hotel.

AFTERNOON SESSION, 2:30 O'CLOCK

Botany in relation to Nursery Propagation. T. A. McBeth, Springfield, Ohio.

Report on Ohio State University, Arboretum planting. Prof. A. C. Hottes, O. S. U.

Hubam Clover, its value and use. C. J. Willard, Crops Department, O. S. U.

History and Development of Propagation. Prof. Wendell Paddock, Prof. of Horticulture, O. S. U.

Election of Officers for 1923.

Adjournment.

OFFICERS

Mr. Edward George, President Painsville, Ohio
Mr. Howard Scarff, Vice President New Carlisle, O.
Mr. A. R. Pickett, Treasurer Clyde, Ohio
Mr. C. O. Siebenthaler, Secretary Dayton, Ohio

NEW NURSERIES

A new nursery has been started at Frankfort, Indiana, in the name of the Frankfort Nurseries with F. E. McKnown, Manager.

They will grow evergreens, shrubs, ornamental and shade trees and some perennials until well established. later expect to add fruit trees and small fruit.

The F. W. Kelsey Nursery Company, 50 Church street, New York City, has been forced to take larger quarters in the same building. They now occupy Suite No. 2068, instead of 2053, as before.

FRANKLIN DAVIS NURSERIES, Inc.

404 W. Baltimore Street,

BALTIMORE, MD.

OFFER FOR SPRING, 1923

APPLES, 1 AND 2 YR. BUDS
PLUMS, 2 YR. PEACH, 1 YR.
ASPARAGUS, 2 YR. RHUBARB
GRAPES, 1, 2, AND 3 YR.

CALIFORNIA PRIVET

SHADE AND ORNAMENTAL TREES in assortment
BARBERRY THUN. FLOWERING SHRUBS.

EVERGREENS

Extra fine lot of Norway Spruce, 5-6 ft.
Special prices on large lots.

WRITE FOR PRICES

Rosa rugosa rubra and alba, strong, 2 yr. old plants and very strong 1 yr. old.
 Rosa multiflora japonica 2-4 and 4-6 m. m.
 Cuttings of the Bastard Rosa rugosa for budding and for growing rose stems.
 Treeroses and Half Standard Roses in excellent varieties.
 Populus volga, a cancer-free poplar, resembling the Lombardy.

Koster & Co.

-:-

Bridgeton, N. J.*Ask for Samples and Prices*

RICE BROTHERS CO. Geneva, N. Y.

A		Fruit trees
General	on	Ornamental trees
Surplus		Shrubs and Roses

Write for prices.

W. T. HOOD & CO. OLD DOMINION NURSERIES RICHMOND :: VIRGINIA

We offer the following HIGH GRADE stock for Fall 1922 and Spring 1923:

Standard Pear 1 and 2 year—extra fine.
Apple 2 Year 11/16th and up.
 (Delicious Staymans and Wine Sap)
Peach good selection of varieties.
Cherry 1 year, Sours and Sweets—very fine.
Amoor River Privet (South) 1 and 2 year, 18/24, 24/30 and ¾ ft., very fine.
California Privet one year, 12/18, 18/24 and 2/3 ft.
 Send us your list for quotations.

For FUMIGATION With HYDROCYANIC ACID GAS “CYANEGG”

Sodium Cyanide in egg shape, each egg weighs as near one ounce as possible. Destroys scale insects on Fruit Trees, Nursery Stock, Plants under glass and in Greenhouses.

Manufactured in U. S. A. by

The Roessler & Hasslacher Chemical Co.
 709-717 Sixth Avenue - - New York, N. Y.

WE ARE IN THE MARKET FOR LINING OUT STOCK OF SEVERAL ITEMS

Also sale size Fruit trees, Evergreens, Shrubs and Ornamentals.

Send us your variety and price lists at once.

THE FRANKFORT NURSERIES
 Frankfort, Ind.

FOREST TREE SEEDLINGS AND SHRUBS

We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as Bethula Nigra, Catalpa Speciosa, Cornus Florida. Elm, Poplar, Locust, Walnut.

SHRUBS, such as Altheas in varieties, Barberry Thunbergii seedlings, Calycan thus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttii. Write for quotations.

FOREST NURSERY COMPANY

Boyd Brothers,
 McMinnville, TENN.

“BEDFORD GROWN”

Muhgo Pines, 12-18 in.; Thuya's Globosa, 10 in. across; Hoveyi, 12-18 in.; Tom Thumb, 12-18 in.; Pyramidalis, 2-2½ ft.; Vervaeneana, 18 in., and Sibirica, 18 in.

Red Cedars, 18-30 in.; Hemlocks, 2½ ft.; Bush Box, 6-8 in.; American Arborvitae, 2-3 ft.

No better stock ever offered

Send for special price list covering also young potted evergreens for bedding out in early spring.

THE NEW ENGLAND NURSERIES, BEDFORD MASS.

CHERRY

TWO YEAR

ONE YEAR

We are now booking orders for Fall 1923 and Spring 1924. Please let us have your list of wants.

W. C. REED & SON
 VINCENNES : : INDIANA

Native Broadleaf Shrubs of the Blue Ridge Mountains

Rhododendrons, Maximum, Catawbeinse and Carolinianna Kalmia, Luicthoe, Azalia, Hemlock, etc.

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American White Elm

Black Locust

Honey Locust

Catalpa Speciosa

SPIREA VAN HOUTTI, 1 Year:for transplanting; also 2 to 3
feet and 3 to 4 feet stock.**SALES****FOR SALE**

A Used Set of

Bailey's Cyclopedia of American Horticulture
4 Volumes, 1900 Edition, In Good Condition**PRICE \$10.00, POST-PAID**

Address A. D., Care National Nurseryman, Hatboro, Pa.

AMERICAN FLORIST'S TRADE DIRECTORY*New Edition Price \$5.00, Postpaid*

For Sale by

NATIONAL NURSERYMAN PUB. CO., Inc.**HATBORO, - - - PA.****WANTED****WANTED**

A thoroughly experienced, technically trained young man for our Landscape Department. Applicant must be thoroughly familiar with the principles of Landscape design, a good draftsman, have a thorough knowledge of planting materials and one able to close contracts. State age, nationality, college, practical experience and salary wanted in first letter. No novice or those without practical experience will be considered. Don't waste our time and yours.

**The Elm City Nursery Co.
WOODMONT NURSERIES, INC.
P. O. Box 1588**

NEW HAVEN, CONN.**WANTED**

Working foreman in up to date Nursery. In middle west. Must be good Propagator and able to handle men. Good position for the right party.

Box 17, Care of National Nurseryman**WANTED**

A large quantity of Crataegus Crus Galli 4 to 5 and 5 to 6 foot. State quantity and price. Also on C. Coccinea, Mollis Cordata and Buckthorn.

Heathcote Nurseries, Mount Vernon, N. Y.**PROPAGATOR WANTED**

To keep apace with our growing business we need a Propagator of unusual ability, for trees, shrubs and perennials.

Every facility and advantage, as well as full control of his department, will be given to the right man. He must have a well-rounded experience, and KNOW from practice, how to produce maximum results. Salary is limited only by production, and he will determine that. Our nursery is in the Middle West, over thirty years old, and doing a large high-grade business.

An opportunity such as this seldom occurs. If you can produce efficiency on a large scale, write at once, giving full details. All replies confidential. Contract to begin January 1st if possible.

BOX 14**Care of National Nurseryman**

We have an opening in our Landscape Department for one experienced landscape planter, a man who knows stock and can handle landscape plans, also one who can organize and handle men. If you do not qualify do not waste your time and ours by writing.

**The Elm City Nursery Co.
WOODMONT NURSERIES, INC.
P. O. Box 1588 NEW HAVEN, CONN.**

ESTABLISHED 1893

THE NATIONAL NURSERYMAN

INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock. Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

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Per 100 and per 1000

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1 year Worden 1 year Concord 2 year Catawba
1 year Magard 2 year Agawam 2 year Worden
2 year Van Lindley

CURRENTS

2 year No. 1 Wilders 2 & 1 yr. Fays Prolific
1 year Cherry
1 year No. 1 Wilders 1 year Black Boskoop

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Specialists in Nursery Printing

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WASHINGTON, Pedigreed, rust-resistant
PALMETTO

HOME NURSERY CO., Richland, Wash.

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Can also supply **STRAWBERRY PLANTS, ASPARAGUS
ROOTS, GRAPE VINES AND CALIFORNIA PRIVET.**

Will ship to you or direct to your customers under your
own tags.

Quality and prices justify your patronage.

V. R. ALLEN, Seaford, Delaware.

PEACH PITs

The Howard -- Hickory Co.
Hickory - - N. C.

We Are Large Growers of Fruit and Nut Trees, Orna-
mentals and ROSES. Give Us a Trial. We Know
the Quality of Our Stock Will Please You.

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JACKSONVILLE, FLORIDA

THE J. H. FOSTER NURSERY Fredonia, N. Y.
Successor to Foster-Cooke Co.

Grower of Grape Vines, Currants and Gooseberries, in both
2 yr. No. 1 and 1 yr. No. 1. Have a surplus of the leading
varieties in 1 yr. No. 1 and can furnish 2 yr. No. 1 in most
of them.

Write for quotations before placing your order, you will
find any prices right also grade. Can make early or late
shipments.

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Perennials
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Wonderful Root System

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COMPANY
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28 Acres in Perennials

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Our new landscape photo-
graphs and folders of shrub
and perennial flowers are
considered by many land-
scapemen and nurserymen the best thing they have seen
for use in taking landscape orders and selling shrubs and
perennials.

The landscape views with plans and lists of plants we
offer are an a-number-1 asset in your business. These
views set out the house and planting in color also gives
the planting plan. SO IT IS AN EASY MATTER TO
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It is of great importance that the landscapemen secure
an outfit from us and get the big satisfaction that is sure
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Circular and Sample Sent Free

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Asparagus Rhubarb Cumb. Raspberry
Well Rooted, Vigorous Plants

PEACHES in Assortment

Apple Buds and Grafts Barberry Thun.

A Good Supply of
Hydrangeas, Deutzia, Spirea, Evergreens
and Shade Trees

Prices Right

THE WESTMINSTER NURSERY
Westminster, Md.

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring
orders or if you wish to increase your planting in nurseries,
we can supply you with genuine PROGRESSIVE Everbearing
plants, guaranteed to be TRUE TO NAME and handled so as
to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing straw-
berries for the past eight years and have many new varieties
growing in our experimental grounds that are not yet for sale.
We invite a personal visit to our grounds during fruiting sea-
son, preferably during August or September. The latch string
is always out.

THE GARDNER NURSERY CO., Drawer 103, Osage, Iowa.

SPHAGNUM MOSS FOR NURSERY USE

FRESH, HIGH-GRADE STOCK

WRITE TO

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Bobbink & Atkins

Nurserymen and Florists

Subscribers to "Nurserymen's Fund for Market Development."

GENUINE N. C. PEACH PITS GET OUR PRICES

*It will be to your advantage to order seed
now for fall planting, 1923*

J. Van Lindley Nursery Co.

Pomona, N. C.

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Japanese, Ghent, and Mollis.* Send Us Your Want List.
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Gooseberries	Sage	Russian Olive Seedlings
	Horseradish	

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12-18 in. and 18-24 in.

And Hardy Shrubs of All Kinds

Also a Limited Supply of Fruit Trees and
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EVERGREENS

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Approximately 500 species

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Sturdy, choice stock that can be
depended upon. Send for catalog
and special trade prices.

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SHRUBS

This New England soil and cli-
mate produce fine sturdy shrubs.
Special trade prices. By the thous-
ands, hardy Native and Hybrid Rho-
dodendrons—transplanted and accli-
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Including a good
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Manufacturers of

STEEL BOX STRAPPING

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PERCENT OF THE NURSERY TRADE ARE
8 in. X 1 in. AND 12 in. X 1 in.

ANY SIZE CAN BE FURNISHED

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Established 1878

OREGON GROWN SYCAMORE MAPLE

(Pseudo Platanus)

12,000 1 yr.	3 to 3½ feet
15,000 1 yr.	2 to 3 feet
12,000 1 yr.	18 to 24 inches
10,000 1 yr.	12 to 18 inches

Beautiful, clean, straight stock for lining out. Ready for
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*Will Be Pleased to Quote You Our Prices
They Are Right*

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**We have our usual complete list of lining
out stock to offer this year**

*We Can Ship Any Time You Direct
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DRESHER, PENNA.

Wanted Wanted Wanted

50 Thousand June Buds

5 Thousand Grape Vines, 2 Years, Strong

One Car of Fruit Trees, 3-4 up

Can handle job lots in car lots. Spot Cash.

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BERBERRY SEEDLINGS

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*We are now in a position to quote prices that we
know will interest you and make you money.*

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Manchester - - **Conn.**

APPLE TREES—2 Year Budded

				1 In.	¾ In.
Paragon (M. B. Twig)	200	400		

APPLE TREES—1 Year Budded and Grafts

	4 to 6 Ft.	4 to 5 Ft.	3½ to 5 Ft.	3 to 4 Ft.	2 to 3 Ft.
	¾ and up	9/16-¾	½-9/16	7/16-½	¾-7/16
Baldwin	2000
Ben Davis	200
Delicious	2000	...	2000
Gano	1000
Grimes Golden	3000	2500
Jonathan	300
Lowland
Raspberry	100
McIntosh	1000
Maiden Blush	100	100
Oldenburg (Duch- ess)	300
Paragon (M. B. Twig)	300
Rome Beauty	4000	3000	2000	2800	1200
Stayman's Winesap	6000	6000	4000	3000	2000
Wealthy	3000	2500	2000
Williams E. Red	2000	1500	1000
Winesap	1000	2000	1000	700	300
Winter Banana	200	400	100	50	50
Yellow
Transparent	4000	8000	4000	4000	4000
York Imperial	1000	500
R. I. Greening	...	1000	1000	1000	1000

KIEFFER PEAR TREES—3 Yr. Budded

	6-7 ft.	5-7 ft.	5-6 ft.	4-6 ft.
	1 in. up	¾-1	11/16	¾
Kieffer	5000	8000	7000	3000

KIEFFER PEAR TREES—1 Yr. Budded

	5-7 ft.	5-6 ft.	4-5 ft.	3-4 ft.
	11/16 ¾-11/16	½-¾	7/16-½	
Kieffer	8000	12000	5000	3000

QUINCE TREES—1 Yr. Budded

1000 Champion	1000 Orange
---------------	-------------

BLACKBERRIES

8000 French Lawton
4000 Lawton
1200 Snyder
400 Ward
25000 Early Harvest
8000 Iceburg
300 Ohmer
400 Rathburn

GRAPE VINES—2 Yr. No. 1

5000 Concord	5000 Niagara
2 Year No. 2—Same Varieties	
1 Year No. 2—Concord	

RASPBERRIES

10000 St. Regis	3000 Loudon
-----------------	-------------

California Privet

5000—3 to 4 ft.	5000—12 to 18 in.
15000—2 to 3 ft.	15000—18 to 24 in.

Boxwood-B sempervirens

12 to 18 in.	18 to 24 in.
30 to 36 in.	24 to 30 in.

FLOWERING SHRUBS

All Shrubs, extra heavy clumps
Coral Berry
Carolina Allspice
Deutzia, Double White
Deutzia, Pride of Rochester
Golden Bell (assorted)
Mock Orange, Common
Spirea Van Houttei
Sweet Scented Shrub

PEACH TREES—One Year Budded

	1 In. 7 ft.	¾ In. 6 to 7 ft.	9/16 In. 5 to 6 ft.	½ In. 4 to 5 ft.	7/16 In. 3 to 4 ft.	5/16 In. 2 to 3 ft.	1 to 2 ft.
Belle of Georgia	2000	8000	9000	12000	14000	6000	4000
Brackett	100	100	500
Carman	100	500	4000	4000	3000	2000
Elberta	2000	5000	6000	8000	8000	8000	8000
Hiley	100	500	1000	4000	9000	9000	9000
Krummels	200	500
Late Crawford	100	100	500	1000	500

PLUM—1 Yr. Budded on Plum Roots

100 Abundance	100 Lombard
100 Burbank	100 Imperial Gage
100 Bradshaw	100 Red June
100 German Prune	400 Shropshire Damson (2 to 3 ft.)

SWEET CHERRY TREES—

1 Yr. Budded	
1000 Black Tartarian	1000 Napoleon
1000 Bing	1000 Schmidt's Big
1000 Gov. Wood	1000 Windsor
1000 Lambert	1000 Yellow Spanish

SOUR CHERRY TREES—1 Yr. Budded

1000 Dyehouse	3000 Early Richmond
1000 English Morrella	1000 May Duke
2000 Montmorency	

PEAR TREES—1 Yr. Budded on

French Roots	
2000 Bartlett	1000 Seckel
1000 Clapp's Favorite	100 Laurence
1000 Duchess	100 Warden-Seckel
100 Flemish	500 Beurre-Bosc

SHADE TREES

Elm, American	
1000—6 to 7 ft.	1000—10 to 12 ft.
1000—7 to 8 ft.	1000—12 to 14 ft.
1000—8 to 10 ft.	
Linden, American	
500—14 to 16 ft.	
Linden, European	
1000—6 to 7 ft.	1000—7 to 8 ft.
Locust Honey	
1000—10 to 12 ft.	1000—12 to 14 ft.
Maple, Ash-leaf	
100—6 to 7 ft.	1000—8 to 10 ft.
100—7 to 8 ft.	1000—10 to 12 ft.
Oak, Pin	
1000—5 to 6 ft.	1000—8 to 10 ft.
1000—6 to 7 ft.	1000—10 to 12 ft.
1000—7 to 8 ft.	
Plane, Oriental	
2000—8 to 10 ft.	1¼ in.
2000—10 to 12 ft.	1½ in.
2000—12 to 14 ft.	1¾ in.
1000—14 to 16 ft.	2 in.
1000—	2½ in.
Maple, Norway	
1000—12 to 14 ft.	1¾-2 in.
3000—14 to 16 ft.	2-2½ in.
3000—	2½-3 in.
1000—	3-3½ in.
1000—	3½-4 in.
500—	4 in.
Maple, Silver	
1000—6 to 7 ft.	1000—10 to 12 ft.
1000—7 to 8 ft.	2000—12 to 14 ft.
1000—8 to 10 ft.	1000—14 to 16 ft.
Poplar, Carolina	
1000—6 to 7 ft.	1000—8 to 10 ft.
1000—7 to 8 ft.	
Poplar, Lombardy	
1000—7 to 8 ft.	1000—12 to 14 ft.
1000—8 to 10 ft.	1000—14 to 16 ft.
1000—10 to 12 ft.	
Poplar, Tulip	
1000—10 to 12 ft.	1000—12 to 14 ft.
Walnut, Black	
1000—5 to 6 ft.	1000—6 to 7 ft.

EVERGREENS

Arborvitae, American	
500—6 to 7 ft.	500—8 to 10 ft.
7 to 8 ft.	500—10 to 12 ft.
Cedar, Blue Virginia	
10—7 to 8 ft.	
Fir, Cephalonian	
50—5 to 6 ft.	100—7 to 8 ft.
50—6 to 7 ft.	50—8 to 10 ft.
Juniper, Schott's	
10—7 to 8 ft.	
Pine, Austrian	
200—4 to 5 ft.	300—6 to 7 ft.
200—5 to 6 ft.	
Arborvitae, Chinese	
1000—5 to 6 ft.	5500—7 to 8 ft.
1000—6 to 7 ft.	500—8 to 10 ft.
Cedar, Red	
60—7 to 8 ft.	70—10 to 12 ft.
60—8 to 10 ft.	
Hemlock, Canadian	
500—3 to 4 ft.	500—6 to 7 ft.
500—4 to 5 ft.	200—7 to 8 ft.
500—5 to 6 ft.	100—8 to 10 ft.
Pine, Scotch	
200—4 to 5 ft.	300—6 to 7 ft.
300—5 to 6 ft.	
Pine, White	
200—4 to 5 ft.	300—6 to 7 ft.
200—5 to 6 ft.	
Retinospora, Golden Pea Fruited	
10—7 to 8 ft.	10—8 to 10 ft.
Retinospora, Japanese Plume-like	
10—5 to 6 ft.	10—7 to 8 ft.
20—6 to 7 ft.	
Spruce, Douglas	
25—3 to 4 ft.	30—5 to 6 ft.
25—4 to 5 ft.	
Spruce, Oriental	
200—4 to 5 ft.	200—6 to 7 ft.
200—5 to 6 ft.	
Retinospora, Japanese Pea Fruited	
10—6 to 7 ft.	10—8 to 10 ft.
10—7 to 8 ft.	
Retinospora, Veitch's Japanese	
10—7 to 8 ft.	20—8 to 10 ft.
Spruce, Norway	
300—2 to 3 ft.	400—6 to 7 ft.
400—3 to 4 ft.	300—7 to 8 ft.
400—4 to 5 ft.	400—8 to 10 ft.
500—5 to 6 ft.	200—10 to 12 ft.

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J. G. HARRISON & SONS, Proprietors

Berlin,

Maryland



THE NATIONAL NURSERYMAN



MARCH 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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**SPECIMEN EVERGREENS,
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TREES AND SHRUBS**

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Graft and Stock Planter and Firmer

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CORRESPONDENCE SOLICITED

2-YEAR ASPARAGUS ROOTS

In grades No. 1 and No. 2; varieties: Palmetto, Giant
Argentueil, Barr's Mammoth and Conovers Colossal.

STRAWBERRY PLANTS

All leading standard and Everbearing varieties. WE
ARE LOCATED IN THE LARGEST STRAWBERRY
CENTER IN THE WORLD.

FLOWERING SHRUBS

Spirea Van Houtte and A. Waterer in good salable sizes;
also Deutzias, Hydrangea P. G. etc.

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Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

Our Spring Trade Bulletins are now mailed. Counts of
stock in it are reliable, subject of course, to stock being
unsold.

You will note we list one of the most complete general
assortments to be found in the country.

Fifteen acres of overhead irrigation for the better pro-
duction of shrubs, roses, perennials and evergreens.

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Quick replies will be given your inquiries. Efficient and
prompt shipment of your orders, and high grade stock,
properly graded and packed.

Carlots shipped to central points for distribution, such
as Rochester, Salt Lake City, Denver and California points.

*Watch for our Bulletins. If you haven't yours—Write—
a postal will bring it.*

Largest Wholesale Growers in the United States

**SEE PAGE
75**

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PREFERRED
STOCK

THE
PREFERRED
STOCK

NEW HYBRID RUGOSA ROSE F. J. GROOTENDORST

(Rosa Rugosa Rubra—Crimson Baby Rambler)

Available for
SPRING, 1923

Description—True rugosa foliage, with bright crimson flowers produced in clusters all summer from early spring to late fall—strong grower—vigorous bloomer—particularly suitable for hedging and mass planting—very hardy.

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Rose Growers and Nurserymen

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NEWARK : NEW YORK STATE

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PREFERRED
STOCK

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RAFFIA

Dependable Brands

**RED STAR XX SUPERIOR
AA WEST COAST**

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AURATUM

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**NATURAL, 5-9 ft. Japanese or Domestic
DYED GREEN in 18" to 4 ft. sizes**

Bale Lots Only

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PALM SEEDS**

Write for Prices, Specifically Stating Your Requirements

McHUTCHISON & CO.

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We grow young evergreens in large quantities and every tree we sell is raised from seeds in our own nurseries.

If you are in need of lining out stock why not write for our wholesale trade list before placing your order. Our prices are low because we specialize in young stock.

COLLECTORS OF TREE SEEDS

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North-Eastern Forestry Co.

CHESHIRE

...Connecticut...

TO THE TRADE ONLY

**A Genuine Line of Nursery Stock, Well
Grown, Well Graded and Priced Right**

Oregon Champion Gooseberries are now cleaned up, but we have a small surplus of Downing, Houghton and Pearl; and in Currants, Cherry, Fays, North Star, Perfection and Victoria, and a good block of two-year London Market, the strongest grower of them all and a heavy producer, on which we are making a reduced price. If you will try them, you will find them very satisfactory.

Headquarters for Nursery Supplies

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PORTLAND : : OREGON

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THE STORRS & HARRISON CO.

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ESTABLISHED
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PAINESVILLE, OHIO.

1200 ACRES
45 GREENHOUSES

Subscribers to "Nurserymen's Fund for Market Development."

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We Offer

APPLE TREES

APPLE SEEDLINGS

JAPAN PEAR SEEDLINGS

FOREST TREE SEEDLINGS:

American White Elm

Black Locust

Honey Locust

Catalpa Speciosa

SPIREA VAN HOUTTI, 1 Year:

for transplanting; also 2 to 3
feet and 3 to 4 feet stock

Printed Salesmen

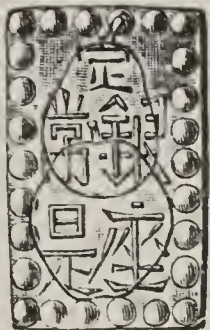
¶ We have just made several nursery catalogues that we think—and our customers think—are good ones. Each catalogue is different from the others: distinct and individual. Each holds a mighty strong sales idea that has been carefully developed and invitingly presented.

¶ With the permission of our friends for whom we made these catalogues, we have printed a few extra copies that we shall be very glad to send on request and while they last, to other nurserymen who are buyers of printed matter made to sell trees and plants.

THE DUBOIS PRESS

Horticultural Color Printers

ROCHESTER, NEW YORK



**COVER
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REQUIREMENTS
EARLY**

Complete Grade Counts Now Ready.

Glad to quote on your List of Wants.

Orders received before March 10th can be included in solid cars for Rochester and St. Louis.

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,
HUNTSVILLE, ALA.

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**A General
Variety of
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**35,000 Norway Maple and American Elm,
also Montmorency and Early Richmond
Cherry, 1 year, in car lots or less.**



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BRIDGEPORT - - Indiana

The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., MARCH 1923

No. 3

Quality in Nursery Stock

By S. W. FLETCHER, The Pennsylvania State College

Presented at Recent Meetings of the New Jersey and of the Indiana State Horticultural Societies

The fruit grower has shown little interest in the quality of his nursery stock, other than to ascertain whether it is true to name, free from disease, and of good size. He has not examined into its parentage or history. When he buys apple trees, he is likely to send a list of his needs to a dozen nurserymen, with no specifications except variety, age and size, and then accept the cheapest quotation. Nevertheless, there are differences in the value of nursery trees, within the variety, as great as the differences between varieties.

Fruit growing is a long term investment. The orchard is planted for a generation, perhaps longer. Mistakes made in the selection of trees cannot be remedied after planting but are an annual tax upon the business. The doubtful expedient of top-working may be resorted to in the case of mis-named tree tops, but nothing can be done to remedy unsuitable roots. When the tree is planted the roots are buried, and that is the end of them, so far as the fruit grower is concerned.

The productiveness and profit of the orchard are as much dependent on the potential qualities wrapped up in these baby trees as on the skill of the grower. A man is what he is mainly through the operation of the laws of heredity and the influence of environment. A fruit tree is what it is, not only by reason of the care of the grower, but also by reason of heredity. There are two ways of securing better farm crops; by better culture and by better seed. There are two ways of securing better orchards; by better care and by better nursery stock, and one is about as important as the other. The man who tries to save five or ten dollars an acre by buying "cheap" trees, without regard to their quality, is likely to lose fifty dollars in the sale of crops for every dollar saved in the purchase of stock.

One of the few valuable by-products of the World War was the awakening of interest in fruit stocks. Heretofore, we had been content to use imported root stocks, mainly from France. The ravages of the war greatly reduced this supply and forced us to consider the possibility of growing them at home. The restrictions of the much discussed Quarantine 37, of the Federal Horticultural Board, also have served as a check to importations. Doubtless the time is near when practically all of our fruit stocks will be produced in America. This prospect has created a new interest in the subject of quality in nursery stock and has stimulated research in this field.

Lack of Uniformity in Orchards. The chief reason

why we should be concerned about quality in nursery stock is the lack of uniformity in the behavior of different trees of the same variety in the same orchard. We hear a good deal about "boarder cows," and hens that do not pay for their keep. There is great activity among stockmen and poultrymen in culling these drones from the herds and flocks. There are boarder trees in every orchard and the need for culling is just as great. A six-year record of an orchard of 1243 trees that I once owned showed that 373 of these trees produced an average of four barrels per tree annually, which was 60% of the entire crop. Two hundred and fifteen of the trees produced less than one barrel per tree annually, and were kept at a loss. At the Maine Experiment Station the records of 881 young Ben Davis trees showed that certain of them were of the "productive type"—spreading, with stout branches—and averaged 226 lbs. of fruit per year, while others were of the "unproductive type"—upright, with slender branches—and averaged 46 lbs. of fruit per year. At the Pennsylvania Experiment Station it has been found that the chance of casual variation in orchard experiments is about 35; that is to say, the natural variation between different trees of the same variety in the same orchard and under similar care is so great that it would be necessary to secure a difference in yield of more than 35% in order to be sure that there is a real difference due to a variation in the method of culture, such as a comparison of fertilized trees with unfertilized trees.

Similar differences in production, under uniform cultural conditions, may be observed in every orchard. Only a part of this variation can be attributed to differences in soil, for unproductive trees often stand in the orchard surrounded by productive trees, with their roots interlaced. Undoubtedly much of it is due to the character of the nursery trees which were planted; to variation in the seedling root stocks, to lack of a congenial union between stock and cion, to poor adaptation of the root stock to the soil, and possibly to bud variation. Whatever may be the cause, it is clear that a very large amount of variation does exist, and that this is responsible for heavy losses to fruit growers. One of the biggest problems before nurserymen and fruit growers today is how to standardize nursery stock.

Size of Tree. Quality in nursery stock has to do not merely with age and method of propagation, factors which will not be considered here, but also with size and

parentage. The variation between different trees is evident not only in the bearing orchard but also in the nursery row, particularly in the attribute of size. The nurseryman commonly grades trees of the same age into several sizes, according to height, caliper or both. There is a difference in price of a few cents a tree between the several sizes. Many growers are tempted to buy the smaller and cheaper trees, thinking that they will ultimately make as good an orchard as the larger trees. If the trees are small simply because they did not have as good a chance as the others in the nursery row, this might be true. But a majority of the trees are small because of a poor union between stock and cion, or because the seedling root is not suitable. This is a fundamental difference, which can be overcome by good care only in part.

Experiments, as well as experience, have shown the superior value of large trees over small trees of *the same age*. At the Citrus Experiment Station in California, large, medium and small nursery trees of several varieties of citrus, planted side by side, showed that "the large trees remain large, the intermediate trees remain intermediate and the small remain small," after several years. Similar results were secured with apples in experiments at the Maine Experiment Station, and elsewhere. On the other hand, there are objections to very large trees. They are more difficult to transplant. In some cases they are the result of over-irrigation or heavy fertilizing; these trees are now more liable to winter injury when planted in the fall.

The common preference for medium to fairly large trees is well founded. It is only the small trees that should be avoided; some of these are merely stunted, and may recover, but many of them are runts, and always will be. One of the objections to buying two and three year old trees, especially of the smaller sizes, is the possibility that some of these older trees are those that were too small to sell the first year. It should be remembered, also, that large and small are relative terms, depending on the variety, and to some extent on the season.

Pedigreed Trees. How much of the observed differences in the behavior of trees in the orchard is due to the parentage of the bud or cion? If we are to believe the evidence of research, very little. Twenty years ago nurserymen and fruit growers were urged to propagate only from the best bearing trees, and so perpetuate the good qualities of the parent. This looks plausible enough, and some nurserymen have made considerable extra money selling "pedigreed" nursery stock. If they are honest nurserymen, they will now stop using that term. It is applicable only to sexual propagation, as with livestock or seeds, and not to asexual propagation, as with buds or cions.

The experimental evidence is quite conclusive that heavy production or other superior qualities of certain trees, due to favorable conditions of some sort, mostly to soil variations and differences in the root stocks are rarely transmitted to the trees propagated from them. In 1895, the Missouri Experiment Station propagated from two trees of Ben Davis, one of which had a consistent record over a series of years for high production; the other had an equally consistent record for low yield.

When the progeny of these trees came into bearing, it was found that those propagated from the good parent had an average annual yield, for seven years, of 7.2 bushels per tree, while those propagated from the poor parent average 8.5 bushels per tree. Similar results have been obtained on apples at the New York, Indiana, Ontario, Maine, Vermont, Pennsylvania and Illinois Experiment Stations; while an English experimenter, A. N. Rawes, reports, "The trees propagated from parents with a good history have not yielded more or better fruit than those propagated from parents with a bad history."

With citrous fruits, however, the results are quite different. Shamel has shown that there are a number of distinct strains of the Washington Navel orange, Valencia orange and other citrus varieties. Many of these are decidedly inferior. Buds taken from trees of the superior strains, and used either to top work the inferior trees or to propagate new trees, have carried over the superior qualities of the parent. So clearly has the advantage of bud selection been demonstrated, that the California Citrus Exchange now maintains a department of bud selection, and has distributed over 1,250,000 buds from selected trees. Practically all California nurserymen now propagate their citrus only from selected trees.

Citrus fruits, however, are noted for their great variability; varieties of deciduous fruits are far more stable. Now and then a marked variation, or mutation, does appear in deciduous fruits, such as the Red Rome apple, or the Collamer Twenty Ounce and these are transmitted in vegetative propagation; but practically all of the variations that are observed in the behavior of different trees of the same variety of apples and other eastern fruits are fluctuating and temporary and are not transmitted in propagation. This is why so many hundreds of fruit growers have been disappointed in "pedigreed" strawberry plants and other highly advertised nursery stock.

Quality in nursery stock, with reference to the parentage of the bud or cion, does not mean "pedigree," or propagation direct from superior trees. It means that the nurseryman may take bud-sticks from trees in the nursery row if he wishes to, provided he is sure that they are true to name. There is nothing to lose and possibly something to gain, especially in securing trees true to name, by taking buds from superior bearing trees, and the practice is to be commended; but these trees cannot honestly be sold as "pedigreed" trees. If well grown, they are simply good nursery stock—nothing more.

Variation in Seedling Rootstocks. Everyone who has raised a quantity of fruit seedlings, either for stocks or in the hope of securing a desirable new variety, knows that they are variable. If one were to plant and bring into bearing a hundred seedlings of the French crab stock, for example, about as much difference would be found between them, in size of tree, in habit of growth, in time of ripening and in character of fruit as there is between a hundred named varieties. Such a demonstration of variation in French root stocks may be seen on the Arlington Farm of the United States Department of Agriculture, at Washington.

Every seedling is different, in some degree, from every other seedling. The importance of this point lies in the fact that the rootstock may have, and often does have, an

influence on the growth of the top. It may modify its size, as when pears are grafted on quince, or apples on Paradise roots. It may also influence the general vigor and productiveness of the tree. Rarely does it affect materially the season of ripening or the character of the fruit. Furthermore, these seedlings vary greatly not only in vigor, but also in susceptibility to disease and in hardiness. A large percentage of the cases of collar rot, due to fire blight, arise from infection that started on susceptible seedling roots, and spread to the part of the tree above the graft. In those parts of the north where root winter killing is a problem the variation in the hardiness of seeding roots is a matter of serious concern.

Heretofore, it has been quite generally believed that the root and top remain entirely distinct; that the cion will grow into the same kind of tree, aside from the influence of dwarfing stock, regardless of the seedling root on which it is grafted. Recent experiments seem to show, however, that a large percentage of the variation in orchards and the lack of uniform production is due to the influence of these variable and unpredictable seedlings. So long as we depend on miscellaneous French crab and cider mill seedlings for apple rootstocks, and on canning factory pits, just so long may we expect marked variation in the nursery row and in the orchard.

Selected Seedlings. There are three possible ways of eliminating or reducing the loss due to variation in rootstocks: by growing them only from certain varieties that are found to produce the most uniform seedlings, by propagating rootstocks vegetatively and by growing varieties on their own roots. Since it may be cheaper to raise certain root-stocks from seed than any other way, it is possible that seedlings will continue to be used for some fruits. If so, the source of the seed should receive more attention. In the fruit stock work of the United States Department of Agriculture, seedlings were raised in quantity from twenty-five American varieties and twenty varieties of French Crab cider apples. The highest percentage of clean straight seedlings were produced from Tolman and McIntosh seed, but it does not necessarily follow that these would be superior as rootstocks. Even at best the variation among the seedlings of selected parents would still be considerable, particularly if the orchard were open to cross-pollination. The way to improvement lies not in attempting to reduce the variation of seedlings, but in eliminating this disturbing factor altogether, either by own rooting or the vegetative propagation of stocks.

Own-rooted Trees. If all the trees in a Baldwin orchard were Baldwin, in root as well as in branch, surely the performance record of the trees in that orchard would be more uniform than if they were on seedling roots. If all varieties of tree fruits could be as readily propagated by hardwood cuttings as the currant or the grape, part of the problem of how to secure more uniform fruit trees would be solved. The possibility of propagating varieties by means of cuttings is now receiving much attention. It is not a new proposition by any means. In Europe, certain varieties of apples have been propagated by cuttings since long before the seventeenth century. Large branches several years old are cut from a full grown tree and stuck into the ground during the months

of October and November. These are preferably from a tree that has the branches covered with a large number of swellings or excrecences, which may be the serial form of crown gall. In Ireland these are called "she trees." The cut is made just below one of these burr-knots, from which the roots usually arise. In the humid and moderate climate of England, such branches root readily and will bear apples the following year, if allowed. This method is not usually successful with the stone fruits.

In this country, also, the rooting of fruit tree cuttings is not unknown. The late T. V. Munson, of Texas, reported, "I have often had apple and even peach switches, cut from trees in February and stuck into very sandy ground for label sticks in the nursery row, take root and grow." Kieffer and Le Conte pears, Satsuma, Marianna and other plums, Northern Spy apples and some other varieties have been propagated commercially in the South by hardwood cuttings. The mild climate of the southern states, and especially of the Gulf states, seems to be particularly favorable to propagation by cutting. At the South Carolina Experiment Station practically all varieties of apples and pears are multiplied readily by hardwood cuttings set out of doors late in the fall. They form roots during the winter and make a strong tree in one or two years.

In the North efforts to propagate apples by means of hardwood stem cuttings of the current season's growth have thus far yielded indifferent results. Shaw, of the Massachusetts Experiment Station, after repeated efforts, failed to secure a sufficient percentage of any variety to make the method practicable. Ringing the shoot before it is cut, and splitting the end of the cutting, may encourage the emission of roots somewhat. It should be possible by using greenhouses or steam-heated hot beds to create in the North conditions that approximate those in the South where the cuttings root readily, but would it pay? May there not be a possibility that the propagation of some of the trees for Northern orchards will eventually be transferred to the South, where the warm, moist climate is more favorable for vegetative propagation?

One form of own-rooting has long been practiced in the North; that is, the long cion-piece root graft, which is planted several inches deep so that roots may form above the point of union. After a few years the nurse root may be an insignificant part of the root system of such a tree; sometimes it is removed entirely when the tree is planted in the orchard. This method has found favor in the north central states, where roots of known hardiness are desirable. Varieties differ in their ability to form cion roots. Shaw found the percentage to vary from about 85 per cent., with Fameuse, Pimote and Arkansas, to three per cent. with Yellow Bellflower and Red Canada. Girdling the graft by winding a copper wire tightly around it, encourages the formation of cion roots. Own-rooted trees can be multiplied also by means of root cuttings and layers.

It is possible that the propagation of certain varieties of tree fruits by means of hardwood cuttings will become an established nursery practice in the near future. Propagation by cuttings may have certain advantages other than that of cheapness. Some varieties of apple,

as the McIntosh and Stayman, make a remarkably strong growth on their own roots, possibly better than on most seedling rootstocks. Shaw asserts that some varieties on their own roots are largely, if not entirely, free from crown gall. Own-rooting to secure trees of known hardiness is also an advantage in certain cases. It has been contended by some that trees propagated by cuttings or layers are more shallow rooted than trees that are grafted seedlings, and hence more subject to injury by cold or drought. There does not appear to be any ground for this contention.

It cannot be expected, however, that the time will come when all nursery stock will be propagated by cuttings, not only because of the difficulties that may be encountered in rooting some sorts but also because some of them are certain to be more vigorous and productive on roots other than their own. The Concord grape roots readily from cuttings, yet Hedrick and Gladwin have secured a decidedly increased yield by grafting it on *Vitis riparia* roots, Winesap, Grimes, Duchess, Northern Spy and Rome are poor growers on their own roots. The perfection of commercial methods of own-rooting varieties of tree fruits is only a partial solution of the problem of how to dispense with seedling roots. The ancient art of grafting is not likely to fall into disuse in American nurseries.

Selecting Root-stocks. The chief objective in the nursery program is not to propagate all varieties by cuttings, but to find root-stocks which can be propagated asexually and which can be adapted to different varieties and soils. With the exception of the grape, very little attention has been given to the comparative value of different root-stocks and to their influence on the vigor, longevity and productiveness of the tree, their adaptation to different soils and their immunity to insects and diseases. The refinements of stock selection for the grape, in France, are well known, particularly as to their adaptation to different soils. California growers of the *vinifera* varieties use *riparia* Gloire roots on deep, rich soils, *rupestris* St. George roots on the soils of the hot interior, and several other stocks for other soil conditions. It is probable that similar distinctions will be recognized, in time, with other fruits. The important factor of the adaptation of root stocks of tree fruits to soil has thus far been almost wholly ignored both by nurserymen and growers. The adaptation of certain varieties is another fruitful field for investigation. That the root-stock may influence the top in some respects is unquestioned. The stock is most likely to influence the cion in vigor of growth, and occasionally in season of ripening. Rarely does it affect the color or flavor of the fruit.

The selection of fruit stocks for immunity to diseases and insects is another inviting field. Northern Spy stocks, propagated by layering, are used in Australia because of their immunity to Woolly Aphis, but they are unsatisfactory otherwise, making a weak tree. The Japanese pear, *Pyrus ussuriensis*, is widely used as a stock on the Pacific Coast, being quite resistant to fire blight, and woolly aphid. We need a blight proof apple stock. As our horticulture becomes more specialized and refined, it will no longer be possible for nurserymen to sell sweet cherry trees on Mahaleb roots to growers everywhere, simply be-

cause this is the easiest stock to work in the nursery. Some will demand Mazzard roots, and other types of cherry root-stocks will be developed for different soils and different varieties. We are just beginning to see how little we really know about fruit stocks.

Vegetative Propagation of Stocks. The next step in the improvement of nursery trees is the vegetative propagation of selected root-stocks, thus eliminating the use of seedlings. The variation in seedlings is too great, and their influence on the growth of the cions is too marked to justify their use if satisfactory stocks can be found that may be multiplied cheaply without seeds. Hatton, the English propagator, has isolated eight distinct types of free-growing or standard apple stocks grown from crab seeds. When seven years old, these varied in height from four feet to eleven feet, and in circumference from three inches to nine inches. This fairly represents the amount of variation in the French crab seedlings that are the root systems of most of our apple orchards. Each of these types has been propagated vegetatively, some by mound layering and some by hardwood cuttings and some by root cuttings. These are now being multiplied and will become the basis of a series of standardized root-stocks for different purposes.

Somewhat similar work is being done by the United States Department of Agriculture, by a combination of root cuttings and stool layering. Root cuttings, about three inches long and one-quarter inch thick, are planted vertically in March. When each of these has sent up several shoots, soil is mounded around the base of the shoots. They are rooted in this soil by fall and are separated and set out the following spring. The original root cutting is allowed to remain for three or four years, producing a new crop of layers each year. By this method uniform root-stocks of known parentage can be produced as cheaply as seedlings. *Pyrus ussuriensis*, Myrobalan and St. Julien plum and Mazzard cherry may be multiplied in this way. The ultimate goal would seem to be root-stocks that can be multiplied readily by hardwood cuttings, as the Marianna plum and Le Conte pear, or by root cuttings, rather than by layers.

True to Name. Quality in nursery stock means, more than all else, trees that are true to name. The fruit grower has two pet grievances that he is apt to air on all occasions—one is the sins of the commission man, the other is the sins of the nurseryman. I will not harrow your feelings by dwelling on any of the thousands of cases of misfit trees, and the losses they have entailed. It is peculiarly exasperating to bring an orchard into bearing, with high hopes and at great expense, only to find that the trees are mavericks, and worthless. I fear nurserymen, as a class, have not fully realized the human tragedies that may result from their blunders. We can forgive occasional mistakes, but not repeated blunders, due to persistent carelessness in business methods. I bring no indictment of dishonesty against the nursery industry, but I do assert that no business having as much to do with human happiness and prosperity has been as poorly organized to reduce mistakes to a minimum and assure satisfaction to the customer. It is not that nurserymen are dishonest, but that the nursery business has not been administered under reasonable safeguards.

We can eliminate, at the outset, the losses from intentional substitution. There are a few sealawags in every business, and the nursery business is not an exception, but, as a class, nurserymen are as upright in intention as the men they serve. Mis-named trees may occur through the careless introduction of some odd variety into the nursery, in budding, or bench grafting. Through repeated cuttings of bud stocks or cions from the nursery row, the error is carried on and multiplied. Nurserymen seldom grow all the stock they sell; they exchange and purchase from each other. Thus the mistake of one may be handed on to many. Some mixing may occur in digging, storing and shipping, especially in the rush of the shipping season, but most of it is in propagation. The present tendency to reduce the number of varieties favors fewer errors. Large nurseries grow each of the standard varieties in a solid block, often on separate farms, and they may be stored in separate cellars. It is not likely that any system of nursery management and inspection can be devised that will eliminate all chance for error, but there certainly is room for improvement, as every fruit grower will vehemently assert and every fair minded nurseryman will admit.

Identifying Varieties. Varieties can be recognized about as readily by the tree as by the fruit, if the distinguishing points of the tree are studied as carefully as we commonly observe the fruit. Bearing trees of different varieties have a characteristic habit of growth, color of bark, and leaf appearance which fruit growers readily recognize. The identification of varieties in the nursery row is more difficult, but not impracticable. There are hundreds of nurserymen and nursery employees who seldom need to look at labels; they recognize nursery trees of the standard varieties at a glance. Certain varieties so impress themselves upon the seedling roots that they have a characteristic root system regardless of the root-stocks used, and this is used as a means of identification by nurserymen. Winesap trees, for example, have a flat and shallow root system; Northern Spy is deeper. Even after the trees are dug and in the storage cellar, the habit of growth, color of the wood, amount of pubescence, and the number, size and color of the lenticels offer a means of identification.

The best time to verify nursery stock is in late summer, when the new wood is partially mature, and when the leaves, which are the most distinguishing feature of the tree, are available. Shaw, of the Massachusetts Experiment Station, has published a bulletin which classifies 30 standard varieties of apples by their leaf characters, and gives a key for their identification. He was able to make a score of 96 per cent. in identifying some hundreds of trees brought to him, as a test, by Massachusetts nurserymen. It is likely that many nurserymen could have done equally well. Some of the most important distinguishing points in the leaves are the length and angle of the petiole, the size, shape and serration of the stipules and the leaves. Peach varieties are more difficult to distinguish, both in wood and in leaf, but the differences in leaf glands are quite marked. Montmorency, Early Richmond and English Morello cherries, the three most widely planted varieties, are hard to separate in the cellar, but are readily distinguished in leaf.

This brings up the question of the possibility of nursery inspection as an aid to variety certification. It is possible for our colleges to train men who have a good eye for botanical characters and a sympathetic acquaintance with nursery methods and problems, to serve as nursery inspectors, and to rogue the trees of standard varieties in the nursery row. I believe that variety inspection of nurseries is bound to come. This work should be done by State inspectors, for the protection of the public, as is the case with nursery inspection for insects and diseases. It could not be expected that this inspection would be 100 per cent. efficient, any more than nursery inspection for insects and diseases in perfect, but it would be an additional safeguard for the grower.

Nurseryman's Liability. The question as to how far the nurseryman is liable for loss due to misfit trees has long been a sore point between nurseryman and grower. Many nurserymen put a disclaimer on their order blanks and bills of sale, to the effect that they will replace trees found not true to name, but are not liable beyond that. This, of course, is scant comfort for the disappointed grower. This disclaimer has not been recognized by courts before which suits have been tried; the nurserymen have been directed to pay damages, in spite of it. Other nurserymen agree to send a man to top work the misnamed trees. This is fair enough, so far as it goes. Gradually the nurserymen are coming to recognize that they have an obligation greater than the replacement of nursery stock. The Appellate Division of the New York courts, in the case of Lunt vs. Brown Brothers, rendered the following decision: "We think the measure of the plaintive's damages is the difference between the value of the farm as it is, and as it would have been had the trees been Baldwin." This is the only reasonable position to take and it is bound to become the generally accepted standard of business ethics between the nurseryman and his client.

Some nurserymen now guarantee their trees to be true to name and if misfits occur provide for arbitration in case the two parties to the sale are not able to agree on the amount of damages. This is good business. The time is coming when all reputable nurserymen will guarantee their trees and will take all possible measures, including variety roguing by trained men, to safeguard the guarantee. They may find it necessary to protect themselves by taking out insurance in a standard guarantee company. It is reasonable that the few cents that this may add to the cost of each tree, in premium expense, should be divided between the seller and the buyer. Nothing has done more to promote carelessness in nursery practice than the demand of the grower for cheap trees, regardless of quality. If he wants trees true to name, he should be willing to pay for the precautions that may make this possible.

The National Association of Nurserymen, whose members handle three-fourths of the nursery business of the country, appear to be on the right track, at last. It has appointed a Vigilance Committee to rid the trade of firms that have brought discredit on the industry. It has adopted a program, the goal of which is the promotion of confidence. The nurserymen, through their chief trade organization, are making a sincere and business-like effort

to eliminate the misunderstandings and disputes that have marred their relations with fruit growers for many years. The growers should meet them half way.

Quality in nursery stock means more than vigor and freedom from disease. It means, also, greater uniformity of root and branch, a finer discrimination in the selection of root-stocks, and a guarantee that promotes confidence. Quality trees will cost more than ordinary trees, and will be worth more. The fruit grower should be willing to pay for value received. These are matters in which the nurseryman and the fruit grower are interested in equal degree. I should like to see a representative from each State horticultural society meet with the National Association of Nurserymen each year, to consider their common problems. Mutual recrimination has accomplished nothing; mutual forbearance and co-operation may accomplish much.

ANNUAL MEETING OF WESTERN ASSOCIATION OF NURSERYMEN

The Western Association of Nurserymen held its thirty-third annual meeting at Kansas City, January 24th and 25th, 1923. The attendance was notable, perhaps not so much from a numerical point of view, as the standing of the members in the trade and the large extent of territory which they represented.

The Western Association is made up almost exclusively of firms who are also members of the American Association of Nurserymen, so it practically amounts to a mid-winter meeting of the "National" association. It is certain that policies endorsed by it would also be supported by the National Association. Much enthusiasm was evident and it was gratifying to note the frankness in dealing with subjects that were brought up for discussion, everyone took part. There was only one meeting, that was in the meeting room, not two-thirds in the meeting room and one-third in the lobby of the hotel, as very often happens on such occasions. This is a very healthy condition as it shows the members realized they were there for the purpose and gave it their undivided attention. The papers read all showed their authors had given them thoughtful and serious consideration and when a resolution was adopted one felt that it was being adopted by the association, as a whole, and not by a clique. There were several subjects brought up which will undoubtedly receive further consideration by the nurserymen at the meeting of the American Association in June, particularly the adopted Code of Ethics and the subject of Publicity and it is to be hoped that all members of that association will give some preliminary thought to these subjects so as to be prepared to discuss them at that time.

PUBLICITY

In regard to publicity, namely the Market Development Campaign, directed by Mr. F. F. Rockwell, as chairman of the committee appointed by the American Association; and the "Plan to Plant Another Tree" movement, under the direction of Jim Young, secretary of the Illinois State Nurserymen's Association, from the points brought out at the meeting there seems to be every reason to be-

lieve that both of these movements should be fostered. They can work hand in hand and each one helps the other. If the "Plan to Plant Another Tree" movement is divorced from the Illinois Association and carried on as a separate and specific campaign there is no reason why it should not be fostered and supported by the American Association. Both have their good points and both tend to increase the sale of nursery stock.

RESULTS OF CASH WITH ORDER PLAN

The paper read by Mr. J. Frank Jones—"Results of Cash With Order Plan"—published on a separate page, created much interest and deserves very careful consideration by every nurseryman who does a nursery business. His ideas and the result of his experience along this line, as outlined in his paper, should prove to be of extreme value to them.

REPORTS ON BUSINESS CONDITIONS

The reports of the members from different sections of the country all point to better business conditions than a year ago. The average sales to date, as compared with last year, is estimated as fully 15% greater.

RELATIONS WITH LANDSCAPE ARCHITECTS

The subject of "Trade Relations With Professional Landscape Architects" was presented by F. W. Von Oven, while no definite action was taken the subject was thoroughly discussed. The Code of Ethics adopted, as printed on a separate page, was considered to cover the subject and that the giving of discounts to architects could be interpreted as contrary to the spirit of the code.

CODE OF ETHICS

Great interest was displayed in the Code of Ethics proposed by E. P. Bernardin of Parsons, Kan., and was adopted very nearly as presented. Its adoption by the Western Association not only makes it a code to guide the actions of nurserymen, but an actual law for the members; in other words, when a nurseryman is elected to membership in the Western Association he obligates himself to live up to the code and neglecting to do so automatically suspends him.

STANDARDIZATION OF GRADES

In place of Mr. E. S. Welch, Shenandoah, Iowa, who was on the program to speak on the "Standardization of Grades," Mr. Harlan P. Kelsey, who has worked on this subject for several years in connection with the American Association, presented the subject and the meeting decided to co-operate with the American Association for the adoption of his report.

PLAN TO PLANT ANOTHER TREE

The "Plan to Plant Another Tree" campaign was explained by Mr. Young and received an enthusiastic reception. Mr. Young reported very gratifying results in every direction; tree planting clubs were springing up all over the country.

MARKET DEVELOPMENT.

Mr. F. F. Rockwell, manager of the Market Development movement of the American Association, told of the wide spread publicity now being provided and the results of the material being disseminated. He is addressing many conventions this winter and will have a very com-

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SUGAR MAPLE, 5 to 7 feet, once transplanted, for lining out.

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plete report of his activities, covering the entire field, in course of preparation.

ELECTION OF OFFICERS

Henry L. Merkel, Des Moines, Iowa, was elected president; George W. Holsinger, Rosedale, Kansas, secretary-treasurer; C. G. Marshall, Arlington, Nebraska, vice president; C. W. Carman, Lawrence, Kansas, retailing president, and M. R. Cashman, Owatonna, Minn., were elected to the directorate for three years.

MEETING OF THE EXECUTIVE COMMITTEE OF THE AMERICAN ASSOCIATION OF NURSERYMEN

During the meeting of the Western Association of Nurserymen, at Kansas City, the Executive Committee of the American Association of Nurserymen held a business session. Charles Sizemore, secretary and traffic manager, made several reports. Other members present were: Paul C. Lindley, Pomona, N. C.; Harlan P. Kelsey, Salem, Mass., vice president; Henry O. Chase, Chase, Ala.; William Flemer, Jr., Princeton, N. J.; Lloyd C. Stark, Louisiana, Mo., and M. R. Cashman, Owatonna, Minn.

CODE OF BUSINESS ETHICS

Adopted By the Western Association of Nurserymen at Their Meeting Held in Kansas City January 24-25, 1923

The Western Association of Nurserymen's membership shall be as prescribed by its constitution and the subscribing to the following business ethics:

1. That in the employment of our labor we will pay wages consistent with living conditions and service rendered. That we will not permit the unusual employee to give more than an honest days labor without extra compensation. That in hiring employees we will make no distinction between these affiliated and those not affiliated with organizations of men in similar employment.
2. In purchasing from those in the business, truth and honesty will be observed at all times and we will make no misleading statements or representations of any kind, nor show competitive prices to secure a reduction. Cash discounts will be taken only when payment is made within the time limit. Purchase of specified grades as to caliper and height will be taken as an acceptance of quality.
3. As nurserymen we will strive to increase our efficiency by the exchange of ideas and business methods and as members of this Association we will not make false statements either written or oral or circulate harmful rumors respecting a competitive product, selling prices, business, financial or personal standing.
4. As nurserymen we will observe strict compliance of all laws both state and federal pertaining to inspection and quarantine of nursery products, being mindfull of the general welfare of the public. That we will participate in all general movements for the benefits of the public, where our special training and experience qualify us to act.
5. That we will treat all purchasers with equal consideration. Make no misrepresentations of our stock in any way, whether by direct statement, advertisement, omission of facts, inference or subterfuge.
6. We will keep ourselves free and clean from all forms of wrong practices in business or commercial graft of any kind and will not give any commissions, money or other things of value to employees of customers, for the purpose of influencing their buying powers.
7. As members of this association we obligate ourselves to a fearless and faithful performance of the duties prescribed and

demanding that all members act in full accord with the business ethics adopted. That those of this association who fail to make their business conform to these standards are not worthy of membership and automatically suspend themselves.

NEW YORK STATE NURSERYMEN'S ASSOCIATION

The New York State Nurserymen's Association held its annual meeting at the Powers Hotel, Rochester, New York, February 8, 1923.

The meeting was called to order by President John P. Rice, who reviewed the work accomplished by the society during the past year. The reports of the secretary-treasurer, C. J. Maloy, showed the society to be in a sound financial condition.

Among the speakers were Mr. R. T. Brown, Cottage Gardens, Queens, N. Y., who spoke on "My Observations of Ornamental Trees and Nursery Stock of the Pacific Coast." Mr. Clifton C. Bradbury, Fuller Brush Co., Rochester, N. Y., gave an address on "Sales Organization," and Mr. Peter F. Willems, Perry Nursery Co., Rochester, N. Y., on "New Methods of Delivering Nursery Stock."

Mr. J. A. Young, secretary of the Illinois State Nurserymen's Association and father of the "Plan to Plant Another Tree", inspired the meeting so thoroughly in the slogan that he received the endorsement of the society and a subscription of one hundred dollars to the fund.

W. H. Masten, of Newark, N. Y., was elected president for the ensuing year and Charles J. Maloy, Rochester, N. Y., secretary-treasurer.

The following vice-presidents were elected: William Pitkin, F. T. Burke, of Rochester; R. T. Brown, of Queens; Frank Hartman of Dansville; P. V. Fortmiller, of Newark. Members of the new executive committee are Charles H. Perkins, of Newark; Horace Hooker and William Pitkin, of Rochester and John P. Rice, of Geneva.

A speechless banquet was held in the evening, William Pitkin acting as toastmaster.

ANNOUNCEMENT FROM THE AMERICAN ROSE SOCIETY

Plans are rapidly perfecting for the early distribution of one Rose Mary Wallace and probably two of the new Dr. Van Fleet Hybrids, to be introduced by the American Rose Society, who at present is cooperating with the Department of Agriculture for this purpose.

Any firm, wholesale or retail, desiring to make application for these, should write for terms at once to the undersigned.

It seems not inappropriate to call attention to the action that was proposed at the last meeting of the Executive Committee of the American Rose Society, that the membership fee in the American Rose Society for trade members should be raised from \$3 per year to \$10 per year, in order that part of this money might be set aside for use in awarding prizes at the annual show. This would avoid the necessity of collecting for this purpose as each occasion arises. It is possible that members in the trade with foresight and thrift may also wish to be reminded that the life membership in the American Rose Society as yet remains but \$50.

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Our Specialty
PREMIER-HOWARD 17
More than 200 Acres
the Above

E. W. TOWNSEND & SONS
WHOLESALE NURSERY
SALISBURY : MARYLAND

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**EVERYTHING IN SEEDS,
BULBS AND PLANTS
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43 W. 18th Street
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FRANKLIN DAVIS NURSERIES, Inc.

404 W. Baltimore Street, **BALTIMORE, MD.**

OFFER FOR SPRING, 1923

APPLES, 1 AND 2 YR. BUDS
PLUMS, 2 YR. PEACH, 1 YR.
ASPARAGUS, 2 YR. RHUBARB
GRAPES, 1, 2, AND 3 YR.

CALIFORNIA PRIVET

SHADE AND ORNAMENTAL TREES in assortment
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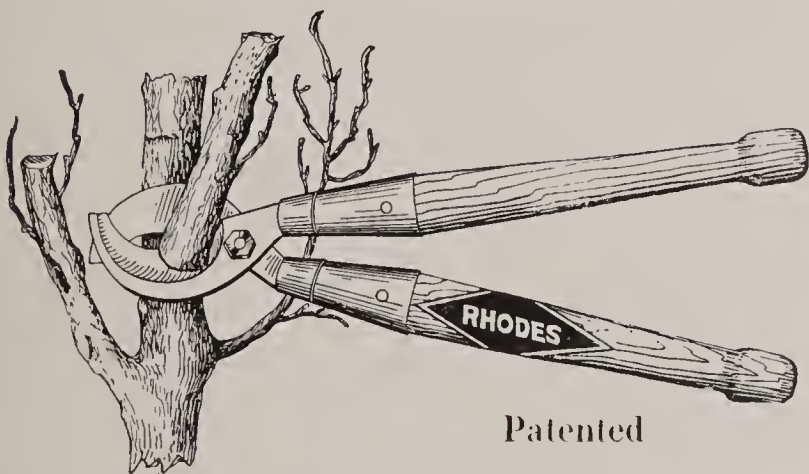
EVERGREENS

Extra fine lot of Norway Spruce, 5-6 ft.
Special prices on large lots.

WRITE FOR PRICES

RHODES DOUBLE
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PRUNING SHEARS

In Use Throughout the World



Patented

The finest cutting and best made pruner on the market and the only one that cuts from both sides of the limb and does not bruise the bark. Made in all styles and sizes.

They are advertised in all the leading journals throughout the country and will prove a profitable line for you to handle. All goods delivered.

Send for circular and trade discounts.

Rhodes Mfg. Co., 324 S. Division Avenue,
Grand Rapids, Mich.

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TOPEKA - - - KANSAS

We Offer for Spring, 1923:

Apple Trees (1 and 2-year)

Peach Trees

Cherry Trees

Plum Trees

Apple Seedlings

Apple Grafts

White Elm Trees, all sizes

The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902

Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in Nursery Stocks of all kinds. It circulates throughout the United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

SUBSCRIPTION RATES

One Year in Advance\$1.50

Foreign Subscriptions, in advance\$2.00

Six Months\$1.00

Advertising rates will be sent upon application. Advertisements should reach this office by the 20th of the month previous to the date of issue.

Payment in advance required for foreign advertisements. Drafts on New York or postal orders, instead of checks, are requested by the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nurserymen and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be addressed, Editor, Easton, Md., and should be mailed to arrive not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., March 1923

GOOD PROSPECTS Through the wish being father to the thought, we are often misled into thinking that prospects are good, when there is no foundation in fact for their being so. We interpret every little report and event as confirming our wish, when in reality they may be just as logically applied to disprove as to prove.

At the present, however, events, reports and conditions from all over the country point to very good prospects in the nursery trade, not only in the matter of temporary influx of dollars and cents into channels leading to nurserymen's pockets but what is more important, there is everywhere shown an earnest desire to put the trade on a firmer and better basis. Honesty and square dealing is being talked about more than price. Sound business methods are being searched out to take the place of haphazard practices that have hitherto been too common.

The curious feature about it is the awakening or whatever it may be called seems to be spontaneous in all directions. The viewpoint of the nurseryman has been shifted, it has become broadened. A few years back he could only see a limited amount of business for which there would be a mad scramble and it was up to the individual to get his share by hook or by crook. Today he sees unlimited business with possibilities of developing it everywhere and he begins to glimpse his own importance in the scheme of things for development of better living conditions and surroundings for the people.

His ambition is changing from one which almost exclusively consisted of earning a living or gaining a competence or perhaps an honorable position among his fellow craftsmen, to that of a service to humanity, with the acquisition of dollars merely an incident to the process.

Those who doubt these conclusions have only to analyze the theme and spirit of the recent meetings of the various nurserymen's associations to become convinced

there is a very decided impetus in that direction, which is making itself felt throughout the trade.

The trade is beginning to think and act collectively and when it does this, being composed of a preponderance of right thinking, square dealing men, it will be difficult for the crook to thrive within its influence.

A standard of practice will develop that all must subscribe to if they wish to be recognized by the trade, in fact, it is developing fast and the prospects are good for a sound profitable business for the next several years at least.

CODE OF ETHICS The Code of Ethics adopted by the Western Association of Nurserymen, at the thirty-third annual meeting held at Kansas City, is likely to have a far reaching effect as there will be a tendency to fall in line, by other associations.

A code is a good thing to have, it crystallizes opinions and brings modes of action into defined lines. There is really nothing in the Code of Ethics adopted that a good citizen and honest business man would not unconsciously adopt without its having been written or his having subscribed to it. So as far as that type of nurseryman is concerned it is needless. But, humanity is variously composed and its value will be real to the weak brother whose ideas of good business are undeveloped. Many men instinctively honest, generous, and even altruistic by nature remain true to themselves outside of business, but in business practice are governed by a much lower code of action, often not from choice but forced upon them by custom, the actions of others or maybe because of an erroneous opinion that "It is Business." It will give him the assurance that the standards of others are high and perhaps inspire the confidence that is lacking without a written code.

The code itself has been written in much fewer words—"Whatsoever ye would that men should do to you do ye even so to them." is shorter and even a better business code. But business is practiced along more selfish lines so that it is perhaps hardly ready for such an extreme innovation. But the sooner the Christian code can be adopted and practiced the better it will be for all of us.

The many nurserymen friends of Paul Lindley, Pomona, North Carolina, will join with the National Nurseryman in its expression of sincere sympathy for Mrs. Lindley and himself in the loss of their little daughter, Henrietta.

We have not the details except that she passed away in the Gordon-Keller hospital, Tampa, Florida, on Monday morning, February 12.

C. R. Burr and Company received a good many car loads of English and Holland Manetti as well as various kinds of fruit stocks. All stock arrived in splendid condition. This is probably accounted for in large measure by the fact that they are doing a large seedling business and combine their shipments, using solid cars both in Europe and this country, thereby saving delays in transportation.

THE WHOLE THING CENTERS ON

QUALITY and SERVICE

So Does YOUR SUCCESS and OUR SUCCESS

Q uick shipments when you want them, as you want them.

U nusually fine stock that's sure to please.

A ll carefully graded and well packed.

L ittle orders filled like big ones.

I nstructions carefully followed.

T rees that satisfy.

Y our assurance of getting the very best.



S hrubs.

E vergreens.

R oses, H. P., H. T.,
Babies and climbers.
Best kinds. Fine stock.

V ines, Buddleia and Perennials.

I nnumerable other items, including
Barberry Seedlings, imported rose
and fruit stocks, paeonias, phlox, &c.

C alifornia Privet, all grades; priced right.
Also Ibota Privet and Barberry Thunbergii.

E xcellent assortment of fruit and ornamental
trees, and everything else to make a full line.

Ask for Price List if You Don't Get It.

C. R. BURR & COMPANY MANCHESTER, CONN.
GENERAL NURSERYMEN

We will not sell at wholesale to retail buyers

OHIO STATE NURSERYMEN'S ASSOCIATION

On February first, 1923, some forty members of the Ohio State Nurserymen's Association met at the Southern Hotel in Columbus, Ohio. President E. B. George presided, and in a few well chosen words reviewed the work that had been done by the Ohio nurserymen and offered the following valuable recommendations for future activities:

That the association go on record as favoring a Uniform Inter-State Nursery & Orchard Inspection.

That more serious thought and more concerted action be taken on the part of the members tending toward a better State Organization.

That there be closer co-operation between the association and the state experimental station.

Resolutions were adopted limiting active membership to nurserymen of recognized integrity who are residents of the State of Ohio; providing for the privilege of associate membership to all reputable nurserymen of the United States; and providing that all applications for membership must be submitted to the Executive Committee.

Mr. J. H. Gourley, Chief of Horticulture at the Ohio Agricultural Station spoke very interestingly on "What varieties of tree fruits will cover the demand in our section?" It was the opinion of Mr. Gourley that the nurserymen should understand what varieties and grade of stock the orchardists desire and the orchardists, in turn, should know what class of stock the nurserymen are able to produce.

Action was taken toward furthering a plan of co-operation with the Ohio Experiment Station in order to formulate a list of varieties of fruit for commercial and domestic use in the state of Ohio.

The history and development of propagation was very ably discussed by Prof. Wendell Paddock of the Ohio State University. Historical records show that the first propagation of note was made about the year 470 B. C.

Hubam Clover, its value and use, was the topic of Mr. C. J. Willard of the Department of Crops of the State University. The habits of this new clover were given and according to Mr. Willard, Hubam Clover in comparison with biennial sweet clover, offers no advantages over the latter.

With the aid of colored slides, Mr. Thomas A. McBeth of Springfield, Ohio, very ably spoke on the subject of Botany in relation to nursery propagation. Many of the basic principles of propagation of hardy plants from cuttings were clearly explained.

Discussion of the subject "Will American Grown Lining-out Stock prove as Satisfactory as Foreign Stock" was lead by Mr. H. S. Day, of Fremont, Ohio. Nurserymen were willing to pay several times the former price of foreign stock, Mr. Day said, provided the plants were of good quality.

Mr. T. B. West, of Perry, Ohio expressed himself as being unfavorable to the practice of contracting for stock grown by other than recognized nurserymen. In fact, his opinion in this matter was in line with those of many of the members present and the majority thought that the practice should be discouraged.

From the statement of Professor A. C. Hottes the Arboretum Planting at Ohio State University was progressing nicely and the officials of the college were hoping to set out many more plants during the coming spring.

Officers for the year 1923 were elected as follows:

President, Mr. A. M. Champion, Perry, O.; vice President, Mr. P. M. Byers, Clyde, Ohio; Treasurer, Mr. A. R. Pickett, Clyde, Ohio; Secretary, Mr. C. O. Siebenthaler, Dayton, Ohio; executive committee, Mr. T. B. West, Perry, Ohio; Mr. H. S. Day, Fremont, Ohio, Mr. W. B. Cole, Painesville, Ohio; Mr. Edward Jenkins, Winona, Ohio and Mr. Donald Byers, Clyde, O.

Several new members were admitted and it was decided to extend the annual meeting sessions hereafter over a period of one and a half days. The association will meet during the summer but the exact time and place will be announced later.

Dayton, Ohio, February 5th, 1923.

CLARENCE O. SIEBENTHALER, *Secretary*.

C. R. Burr, Manchester, Conn.; Thomas B. Meehan, Dresher, Pa.; Edward Thomas, King of Prussia, Pa.; William Pilkin, Rochester, N. Y., with their wives are spending a few weeks at Atlantic City, prior to the opening of the busy season in their nurseries.

MEETING OF THE NEW ENGLAND NURSERYMEN'S ASSOCIATION

The twelfth annual meeting of the New England Nurserymen's Association was held at the American House, Boston, on Tuesday and Wednesday, January 30 and 31. Sixty-two nurserymen and dealers were present.

The first session on Tuesday afternoon opened with the president's address by K. E. Gillett. This was followed by reports and routine matters. Interesting and instructive addresses were presented by Mr. Robert Cameron, of Ipswich, Mass.; Mr. John Watson, of Rochester, New York, and by Mr. W. N. Craig, Weymouth, Mass. The annual dinner on Tuesday evening was enjoyed by fifty-three members and guests.

Wednesday morning resolutions were adopted in memory of Mr. Max P. Haendler. The new officers elected for 1923 are as follows:

President, James A. Tufts, Jr., Exeter, N. H.; vice president, Frederick S. Baker, Cheshire, Conn.; secretary, Donald D. Wyman, North Abington, Mass.; treasurer, John R. Barnes, Yalesville, Conn. Executive Committee: The officers and Walter E. Campbell, New Haven, Conn.; G. Howard Frost, West Newton, Mass.; Charles H. Groaton, Providence, R. I.

The following article was amended to the by-laws:

ARTICLE XI of the By-Laws

Any member of this association who shall be found guilty of giving or offering to give commissions, fees, or other emoluments, either in money or other goods, to gardeners of private estates, superintendents of parks or cemeteries, or any other purchasing agent, as an inducement to buy or as a reward for buying goods from said member, shall be expelled from membership in this association and shall be prosecuted by this association in the proper courts of law. It shall be the duty of every member to report any and all such cases that may come to his notice to the Vigilance Committee. The Vigilance Committee shall receive and investigate all such information, and submit

WE OFFER TO YOU

In All Grades

Apple Seedlings

Also

Apple Grafts

In Either Piece or Whole-root Grafts

M. L. TAYLOR

PERRY

KANSAS



TREES



SHRUBS

EVERGREENS

We are ready to quote prices on a very complete list of Ornamental Stock.

Stock grown wide apart is bushy and well rooted, especially suitable for wholesale or retail trade.

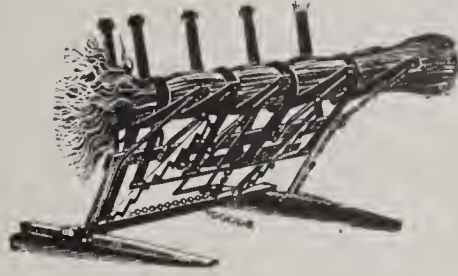
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Catalogue Ready in February

THOMAS B. MEEHAN CO.

WHOLESALE NURSEYMEN

DRESHER :: PENNA.



The THOMAS TREE BALER

Place Your Order Early for These Balers

Owing to the death of the late J. W. Stevenson we will be limited as to output this first season.

To those who have never used a Thomas Tree Baler, we enumerate a few advantages over the old way of tree bundling.

1st—You save 25 to 33% box and car room by using our improved baler.

2nd—You will save the cost of baler during one packing season by eliminating the expense of expert labor over the old way.

3rd—You save money in less labor, freight, twine, straw and burlap, also the trees are baled without bruising.

These Balers Are Made in Two Sizes

Medium, \$35 F. O. B. North Bend, Nebr.

Large, \$40 F. O. B. North Bend, Nebr.

Terms, Cash With Order

All Balers Are Tested Before They Are Shipped
Further Information on Request

Sold By

G. A. MILLAR, North Bend, Nebr.

Successor to J. W. STEVENSON

HILL'S EVERGREENS FOR LINING OUT

Now booking for Spring 1923 delivery on choice lining out Evergreens as follows:

EVERGREENS			
Hemlock	x 8-10	Austrian Pine	xx 10-12
"	xx 12-18	Hill's Mugho Pine ..	x 4-6
Douglas Fir	x 8-10	Ponderosa Pine	o 6-8
Douglas Fir	xx 10-12	"	x 8-10
Juniperus Canadensis		"	xx 12-18
Aurea	x 6-8	White Pine	xx 12-18
Juniperus Stricta	x 8-10	"	xx 18-24
Irish Juniper	x 8-10	Scotch Pine	o 6-8
Hill's Waukegan		"	xx 12-18
Juniper	x 8-10	Chinese Golden Larch	o 4-6
Juniperus Sabina		American Yew	xx 10-12
Tamariscifolia ...	x 6-8	Dwarf Japanese Yew.	x 6-8
Hill's Silver Juniper	xx 12-18	Thuya Occidentalis	
Red Cedar	xx 12-18	Globosa Nova ...	x 6-8
"	xx 18-24	Tom Thumb Arbor	
Juniper Schottii	xx 18-24	Vitae	x 6-8
White Spruce	o 4-6	Hovey's Arbor Vitae.	x 6-8
"	x 8-10	Hill's White Tipped	
"	xx 10-12	Arbor Vitae	x 6-8
Norway Spruce	xx 18-24	Siberian Arbor Vitae.	x 6-8
Colorado Blue Spruce	xx 8-10	Woodward's Globe	
Austrian Pine	x 8-10	Arbor Vitae	x 6-8

DECIDUOUS LINING OUT STOCK (Trees and Shrubs)

Acer Platanoides	o 10-12	Philadelphus	
Acer Saccharum	o 10-12	Coronarius	o 12-18
Aronia Melanocarpa...	x 10-12	Philadelphus	
Berberis Thunbergii..	o 6-8	Coronarius Grand	o 12-18
Crataegus Punctata ..	o 12-18	Photonia Villosa	o 4-6
Deutzia Crenata Flore		Quercus Rubra	o 10-12
Rosea Pl.	o 10-12	Rosa Rubiginosa	o 12-18
Deutzia Crenata Cand.		Salix North Star	o 24-36
Pleno	o 10-12	Sambucus Nigra	
Exochorda Grandiflora	o 10-12	Laciniata	o 18-21
Forsythia Intermedia.	o 12-18	Symphoricarpos Alba.	o 12-18
Juglans Nigra	o 12-18	Symphoricarpos Rubra	o 12-18
Lonicera Tatarica		Syringa Vulgaris	o 6-8
Grandiflora	o 18-24	Tilia Americana	o 8-10
Pachysandra Termin-		Tilia Platyphyllos ...	o 10-12
alis	x 4-6	Viburnum Acerifolia..	x 10-12
o indicates never transplanted		Viburnum Molle	x 10-12

Let us know what you want, and we will hold it for you. Everything guaranteed first class. Usual terms.

NOTE: SEND FOR PRICE LIST OF SPECIMEN EVERGREENS, ROSES, SHRUBS and BOXWOODS

THE D. HILL NURSERY CO., Inc. Box 401 Dundee, Ill.

Evergreen Specialists. Largest Growers in America.

their evidence to the Executive Committee. If the Executive Committee finds probable guilt, it shall summons the reported member to appear before said Executive Committee and defend himself against such charges as shall be preferred against him. The Executive Committee shall hear the case and shall have power to render a verdict which shall be considered final. All verdicts of guilty shall be followed by expulsion of the convicted member, and the Executive Committee shall report its evidence to the proper authorities for prosecution in the proper courts of law.

This was followed by a carefully prepared paper by Mr. Fletcher Steele, of Boston, Mass., on "Relations Between the Landscape Architect and the Nurseryman."

The final session on Wednesday afternoon was a very full and interesting one. Mr. J. A. Young, of Aurora, Illinois, gave a splendid talk on "Plan to Plant Another Tree." He was followed by Mr. F. F. Rockwell, of Bridgeton, N. J., who told what the Market Development Committee of the A. A. of N. is doing.

It was voted to increase the secretary's salary and to issue a stock bulletin twice a year.

Mr. Edward I. Farrington, of Boston, Mass., gave an illustrated lecture on "The Best of the Garden Novelties." After a short discussion the meeting was adjourned at 5.30 P. M., after a very successful session.



Advance Payments or Cash With Orders

By J. FRANK JONES, Mount Hope Nurseries, Laurence, Kansas

Read Before the Meeting of the Western Association of Nurserymen at Kansas City, January 24-25, 1923

Mr. President and Fellow Members of the Western Association of Nurserymen:

As indicated by the printed program, and the announcement just made, the subject assigned me is ADVANCE PAYMENTS or CASH WITH ORDERS. There should be no need of taking time here to explain it, for the reason that in accordance with the expressed wishes of this organization at the meeting last year our President appointed a committee to investigate the feasibility of putting the retail or agency business on a cash basis and to work out a uniform plan of operation. The report and recommendations of said committee, which was printed in the form of a 16 page booklet, was mailed to all members of this Association, and to the members of the American Association as well, hence, we should all be familiar with the program proposed. If there are any who are not, and they will see or write Mr. Paul Stark, Chairman of the Committee referred to, they may be able to get a copy of the report.

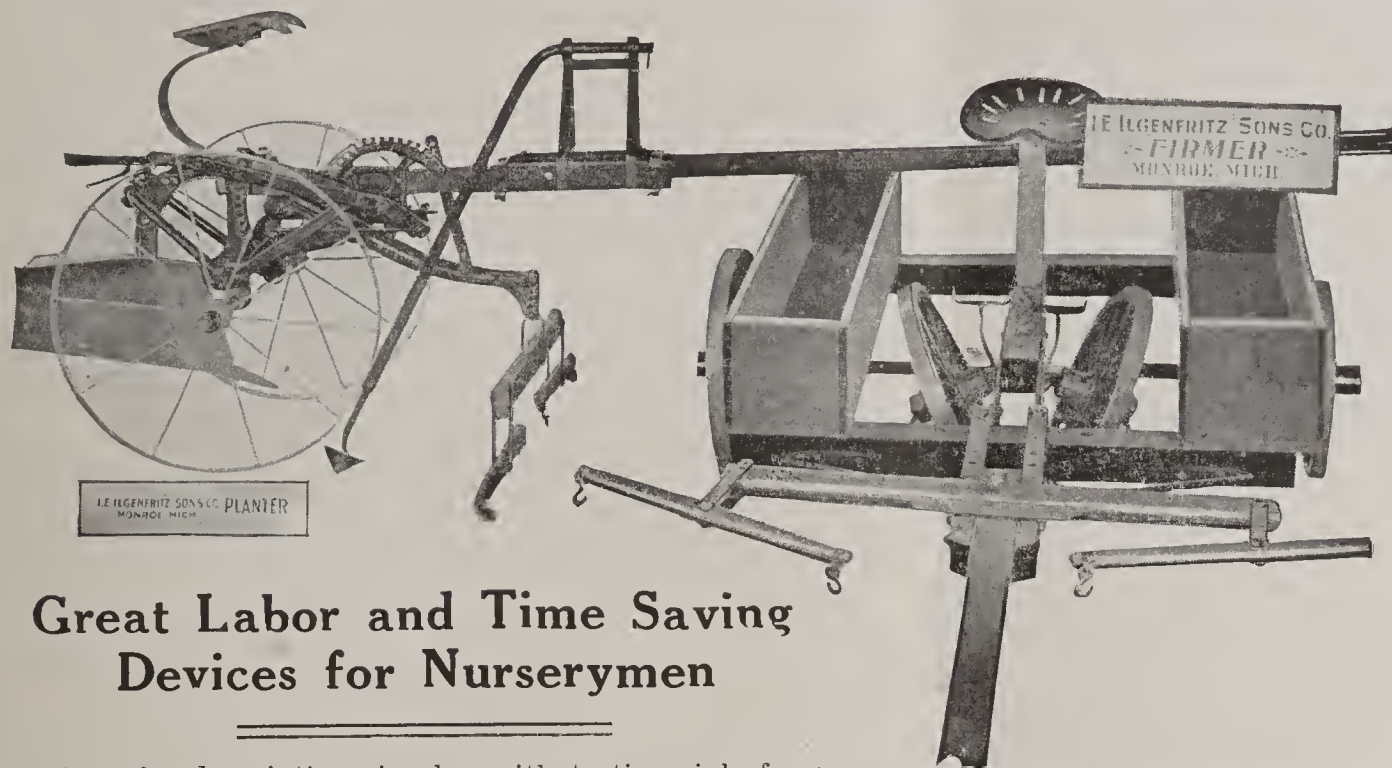
Until a year ago, when Mr. M. R. Cashman brought the matter before a dozen or two members of this Association who had gotten together to cuss and discuss the problems of the retail nurseryman, there were few of us, I presume, who had thought of, or would have been willing to treat a plan of this kind as anything short of Utopian. After Mr. Cashman had told us of what a certain nurseryman in Saskatchewan district of Canada

had succeeded in doing, and single handed at that, also what his own firm had accomplished in their unsupported effort to put the business on a cash basis over their part of the country, there were few "Missourians" left among us. I am fearful, however, that there were some who attended the meeting that night whose faith and courage failed them later, though I hope I may be mistaken in that connection.

The speaker can think of but one reason why he was delegated to present the matter for further consideration and discussion at this time, namely; that his firm went back home after the meeting last year, and instead of simply taking off shoes and hose, wading in with care and deliberation to see just how hot or cold the water might be, we jumped head first into the thing with a determination to get a "sounding" and my understanding is, we are now asked to tell what we found. In doing so I trust you will excuse the necessary reference to our firm, because I have naught but our own experience to narrate.

We waited until the close of our spring selling season (about the last of March) before presenting the proposition to our men, at which time we sent them a 2 page multigraphed letter announcing our change of policy and pointing out to them the weaknesses and fallacies of the old system, things which I am sure it is quite unnecessary to elaborate upon here, or even to rehearse. This letter, with printed forms and supplies which

I. E. ILGENFRITZ' SONS CO. Planter and Firmer



**Great Labor and Time Saving
Devices for Nurserymen**

Write for descriptive circular with testimonials from leading nurserymen of 17 States of the Union.

If they can't get along without them, can you?

TAKE THIS MATTER UP AT ONCE. Have machines for spring planting.

**BETTER
AND MORE
UNIFORM
STANDS
OF STOCKS
GRAFTS
CUTTINGS
ETC.**

At less cost.

I. E. ILGENFRITZ' SONS CO.

The Monroe Nursery, Monroe, Mich.

SURPLUS TREES IN STORAGE Can Be Shipped Any Time

WRITE FOR PRICES

PEACH TREES

	9/16	7-9/16	5-7/16	2-3'
Belle of Georgia	3000	2500	2000	2000
Carman	1500	2000	1000	500
Champion	3000	1500	1000	500
Crawford Early,	400	300	200	100
Crawford Late	250	250		100
Crosbey	200	100		
Foster	200	250	100	100
Fox Seedling	1000	500	500	200
Greensboro	2000	1500	2000	1000
Hieley	500	1000	600	400
Iron Mountain	400	500	200	300
Mountain Rose	800	400	400	100
Old Mixon Free	800	300	350	100
Ray	400	200	100	150
Salway	500	400		

Also a few Elberta in assortment, strictly first-class.

APPLE TREES, 2 Yr. 11-16 and up

500 Delicious	500 Stayman W. S.
200 Duchess of Oldenburg	400 Wealthy
500 Early Harvest	800 Winesap
100 Gravenstein	300 Williams Early
600 Jonathan	100 Winter Banana
500 McIntosh	800 Yellow Transparent
300 N. W. Greening	400 Hyslop
500 Red Astrachan	600 Transcendant

McIntosh in Assortment Only

**THE BARNES BROS. NURSERY CO.
YALESVILLE, CONN.**

We have at Shenandoah, Iowa, now ready for reshipment, two boxes each containing one hundred 4-6 ft. English walnuts, one box containing two hundred 4-6 ft. English walnuts and one box containing three hundred 3-4 ft. English walnuts. These are the famous Franquette English walnuts. Wire your order. We will wire shipping instructions.

SPECIALIZING IN

**ENGLISH WALNUTS CHERRIES
CAROLINA POPLARS BLACK LOCUST
LOMBARDY POPLARS CLIMBING ROSES
FRANQUETTE WALNUTS**

Car lots will be distributed from Eastern and other re-shipping points this Fall, Winter and next Spring. Write for prices on your requirements.

**OREGON NURSERY CO.
ORENCO, OREGON**

immediately followed it, was not received with an outburst of enthusiasm, in fact, we came to find many a "doubting Thomas" among them. Having been determined and optimistic ourselves, we stood our ground. The thing we didn't do was to attempt cramming it down the throat of each and every man, regardless of his like or dislike for it, but undertook SELLING it to them. That we have been reasonably successful is attested by the fact that thus far we have not, to our knowledge at least, lost a single man on account of the changed policy. There is no small amount of encouragement for us (and I hope there may be for others who have tried the plan) in the fact that some of our older and more successful men who were perhaps the most antagonistic to begin with are now the biggest BOOSTERS for the plan. Through the conversion, success and co-operation of such men the matter of lining up new recruits has been a fairly simple matter. It has been intensely interesting to watch and study the development and expansion of the plan within our own organization, and while we have not yet rounded out our first year with it, the results thus far have been so satisfactory we are thoroughly satisfied that regardless of what other firms operating over the same territory may see fit to do, we will "carry on" until we put the business on a self-sustaining basis, at least, nor do we believe it will take us more than another year or two to do it.

From April until November our cash payments increased from 3½ to 19%, with an average of 10.01% on our total fall sale. The past 3 months they have been showing a substantial increase and we believe that on spring business we will have considerably better than 15%, which, for the first year, we think fairly encouraging. It was an entirely new proposition over the territory where we are operating—our men and our customers had to be won over, there were objections and prejudices which had to be broken down, but the rough part of the road is now behind us and we find the way getting smoother and smoother with each advancing step.

OUR INDUCEMENT: So far we have offered only one, and that to the purchaser, being the Premium of 10% in stock. Properly presented, and with legitimate embellishment, such an offer can be made very interesting to the majority of buyers. We have talked our "Preferred Service" for CASH buyers more strongly, perhaps, than we have the Premium offer. We have done more than talk it, however, we have "delivered the goods." The tags covering Cash orders carry the impression of a rubber stamp which reads "THIS ORDER WAS PAID IN ADVANCE AND IS SUBJECT TO PREFERRED SERVICE." Our men understand that such orders are to be given special attention, both in the selection and packing of the stock. The agent, the deliveryman and the customer are quickly impressed with the fact, that, in addition to the 10% Premium Stock, the CASH BUYER does get more for his dollar than the other fellow, and as time goes on, we're satisfied that more and more of the worth while trade is going to want to come in on it.

All we have offered the salesman is the opportunity to draw down his full commission on PAID ORDERS and the protection he obtains for himself against "charge backs" on countermands. We are not sure that a bonus of 1, 2 or 3%, perhaps, wouldn't be a good investment, and if such an offer had been in force with us the past year we question not our record would show up a whole lot better than it does. Such a bonus would not necessarily become an added cost, for the reason that when the business has been put on a cash basis, it will be a very easy matter to reduce the delivering and collecting expense proportionately. We handled 95% of our fall deliveries at a cost of 6% or less, half of those costing only 3%.

Referring to the matter of bonding the salesman, there is more to be said in favor of, than against such policy, though we believe its value lies in the dignity and character it lends to the business, and to the individual salesman, more than the protection it affords. We do not assume to minimize the safety feature, however. There is always the chance of being "crooked", we'll admit, but under careful management the risk isn't any greater than in employing unbonded deliverymen, and if we had no greater loss to reckon with than we have suffered through dishonest deliverymen over a period of 20 years, or more, we would consider ourselves most fortunate. We doubt

very much if it would amount to 1-10 of 1%, which is negative along side of what we lose season after season on uncollected orders.

At this point I am prompted to throw a side light or two on the subject being treated just to show what the other fellow thinks of it. The following quotation from a letter received from a delinquent customer a few weeks ago is not offered because of any value we place on his opinion of things legal, but simply for its significance:

"Gentlemen—I enclose you settlement of my order. Will say for your benefit that your so-called contract isn't worth the paper it is printed on, and for that reason no payment was made on it, which was necessary to make it binding."

This one, which was from an Attorney and came to hand only a few days ago, is worthy of consideration also:

"Referring to your claim against Mr. Blank, there is no chance of collecting it now, for the reason he has been out of work for some little time, is badly in debt and hasn't anything over and above his exemptions, though he was holding a good paying position at the time he placed the order. One thing I have never been able to understand is why you nurserymen don't collect for these orders when they are written, instead of waiting several weeks or months, risking such reversal of circumstances and conditions as has happened in this case. Blank was earning good money at the time he ordered, and should have been able to pay, whereas today he is broke. It isn't for me to dictate how you should run your business but it does seem to me there is plenty of room to safe-guard yourselves against experiences of this kind."

Going back to the question of methods or policy, I might state that our men are furnished a printed letter of introduction, which carries authorization to collect payment of orders also a specific notice and instruction to the purchaser that all checks, or remittances of other form, must be made payable to ourselves at Lawrence, Kansas. We have not lost a dollar under this plan so far, yet it is our intention to have our next supply of order blanks carry a similar notice across the face of them, in red ink perhaps, and as a further precautionary measure.

Another scheme we adopted, and which met with commendation at the hands of our salesmen, was the incorporation of the Premium Offer in our printed form of acknowledgment which we mail each customer on receipt of his (or her) order.

We have not kept tabulated record of returns from this in percentages, but were agreeably surprised the way it took, and continues to take. Here again is encouragement for the salesman, because when such remittances come to hand he is advised and any additional commission he is entitled to is added to his next check.

Here is a concrete example of how it works. This letter came to hand Saturday, January 6th:

"Herewith G. T. Owen's check for \$40.90, being half the amount of his order dated Dec. 5th. He is going to pay the balance inside of 30 days, and will then select his premium stock. Mr. Owen is a sample of how pressure brought to bear on the Premium Offer will line them up with the cash. I gave him a work-out both times I sold him, but he admitted to me that not until you wrote him did he consider seriously the idea of making an advance payment. I want you to know that your co-operation from that end helps wonderfully, so I hope you will keep on with the good work, helping me to get the cash on just as many of my orders as we can."

Another salesman wrote us about a week ago that he was holding up something better than \$200.00 worth of orders, for the reason the customers wanted to take advantage of the Premium Offer but needed a little time to scrape the money together.

With the thought that there might be some in attendance at this meeting who have not yet adopted the new plan, and who find the question "How would our men accept such a policy?" bobbing up in their minds, I copied a few additional letters, which we received during the early weeks of our experiment, with the hope they might prove of interest and lend a degree of encouragement, perhaps:

"I am pleased to know that my work for you has been so satisfactory. As far as my success in getting CASH WITH OR-

K E R M U L

At Last!—A Permanent Kerosene Emulsion

FLORISTS and NURSEYMEN—You can now buy your Kerosene Emulsion in stock cans—laboratory grade, high test—standard in kerosene content—evenly and permanently emulsified—ready to use.

The trade name of this special high-test Kerosene Emulsion is:

K E R M U L

So concentrated that in spraying the average solution is 30 parts water to 1 of KERMUL.

So permanent that it can be used with same effect next week, next month, next year.

PRICES

5 gal. cans80c per gal. 50 gal. drums80c per gal.
1 gal. can\$1 per gal.

KERMUL PRODUCTS, INC.

15 WILLIAM STREET, NEW YORK, N. Y.

PEAR-BLIGHT IS NO MORE INJURIOUS IF YOU USE OUR USSURIENSIS PEAR STOCK

Why not pay a trifle more and get our BLIGHT-RESISTANT pear seed and you are bound to satisfy your customers.

It is the first time this Ussuriensis Pear Seed is offered in quantity and at a reasonable figure.

Write for samples and if satisfied send in your order. Money returned if not satisfactory or not true to name.

We guarantee germination. Do remember that you can increase your business if you satisfy your customers and you can satisfy them by using our BLIGHT-RESISTANT PEAR SEED.

Write today as we can furnish you from our Chicago stocks.

T. SAKATA & COMPANY YOKOHAMA, JAPAN

SAKAI-CHO, OPPOSITE PARK
BRANCH—20 EAST JACKSON BLVD.
CHICAGO, ILLINOIS



SPECIALS

We have an unusually fine stock of Grafted Beeches, Fern-Leaved, River's Purple-Leaved, Purple-Leaved Weeping and Weeping, also Double Flowering Japan Cherry Rosea, White Dogwood, American and White-Leaved Lindens, Magnolia Tripetela.

NORWAY MAPLES. The finest we have ever seen, trunks smooth and straight, roots fibrous and bushy, price right for this class of stock.

Also Red, Silver, Sugar and Sycamore Maples, Salisburia and Yellow Wood.

EVERGREENS, grown and handled right, worth double the usual stock offered, as follows:

Arbor Vitae Aurea Nana, Compacta, Conica Densa, Conspicua Aurea, Globosa, Pumila, Box Pyramidal, Nordman's Fir, Retinospora Argentea, Compacta, Filifera, Pisifera Aurea, Plumosa, Plumosa Aurea, Squarrosa Veitchii, Hemlock Spruce.

Clematis Paniculata.

Evergreens from beds for transplanting into nursery rows. Write us for prices on the better stock.

HOOPE, BRO. & THOMAS COMPANY

WEST CHESTER, PENNA.

Established 1853

Incorporated 1907



THE RAKESTRAW-PYLE CO. KENNETT SQUARE, PA.

OFFER FOR SPRING, 1923

Peach in good assortment, mostly 9-16 and up.
Apples, 3 year, 2 year and 1 year.

Dwarf Apples, 1 year.

Plums on Plum.

Plums on Peach.

Cherry, 2 year.

Quinces, 2 year.

Asparagus, 2 year, four varieties.

Pin Oaks, Red Oaks, American Elms, White Dogwoods, Norway Maples.

American, European and Silver Lindens, Salisburias, Lombardy Poplars.

California, Amoor and Ibota Privet.

Berberis Thunbergii, 2 year, 18-24 in., and 12-18 in.

American Arborvitae, 3-4 and 4-5 ft.

Pyramidal Arborvitae, 3-4 and 4-5 ft.

Hemlock Spruce, 6-8 and 8-10 ft.

Shrubbery in assortment.

DER is concerned, I took you at your word and give my customers to understand that it is your way of doing business, and under the liberal Premium I am able to offer, I find it comparatively easy to get payment with order. So far I have averaged pretty close to 70 or 75%, but didn't suppose that was unusual. I'm glad to know that I am holding my own with the rest of the boys." (Walker, Mo.)

"Wish to state that I'm in happy accord with your 10% Premium plan, recently received. I'll certainly do my best to make it win. Have had several talks with Bankers and millers here and they agree it is the way the nursery business ought to be run. I feel the same way about it and am sure we can make a success of it." (Lincoln, Kan.)

"The CASH WITH ORDER plan is undoubtedly a good thing for the agent as well as the nurseryman, so you can depend on me to use my best efforts to induce customers to pay cash and get the extra 10% in stock. It is a sudden change, of course, and may take time to educate the people up to it, but I'll do all I can along that line and to put my business on the cash basis." (Todd, Ky.)

"I am heartily in favor of the new plan you have presented and don't see why it can't be put across. If other retail nurserymen will adopt it I believe it will be comparatively easy. I don't think perishable goods like yours should be sold any other way. Personally I'm for it stronger than horse radish." (Abilene, Kansas.)

"I enclose additional orders for last week to the amount of \$139.00, making my total \$340.00. Please notice the amount of cash collected, \$115.00 out of \$139.00. I don't believe it will be very long until I will be able to get all cash. It's too bad you didn't adopt this plan 10 years ago, for if you had it would have saved the both of us a good many dollars. Of course it doesn't make so much difference on small orders, but when some of the larger buyers get cold feet along about shipping time, and try to cancel their orders, it is going to give me a whole lot of satisfaction to know that it is going to be a case of "we should worry." Honestly, Mr. Jones, it makes me mad when I think of the commission I have lost on countermanded orders, which I could have saved if this scheme had been put into effect several years ago. You don't need to preach it to me longer, because I'm converted heart and soul." (Dodge City, Kansas.)

"I find the average customer is glad to take advantage of your liberal proposition to cash buyers. You are right, a cash customer is entitled to a better deal than one buying on credit and I haven't had any trouble getting them to see it that way. I have been in business for myself and therefore appreciate your efforts to put yours on a sound and safe basis. Even if we get only a part payment I feel that it is a step in the right direction. As long as I do not get my commission until orders have been collected, I am interested myself in seeing them cash up 100%. Of course it is only a question of time until all other nurserymen will follow your lead, but until they do I feel that we have an advantage over them. I wrote 5 orders today and collected a substantial payment on every one of them, so you can see that I'm holding my own." (Kansas City, Kansas.)

The next one, which was written us January 9th, and was from a new man who had just started, was a surprise to us, as it probably will be to you. It simply goes to show the extent to which some men will figure the proposition out for themselves, and the different ways in which they will attempt to make it work:

"Enclosed herewith my first lot of orders. These parties did not care to pay cash, so I am sending you my own check in settlement of their orders and I presume this will entitle me to the 10% premium stock. If this isn't regular you can return my check and let the orders come the usual way." (Woodward, Okla.)

I am wondering if some of you who are growers and wholesalers exclusively, have, by this time, commenced to say to yourselves that all this is no funeral of yours. Can you be so sure of that? Is the nursery business so different from others that the men engaged in one branch are able to succeed and prosper regardless of how their brethren in another may be getting on? Did you ever stop to think, Mr. Wholesaler, that very often the necessity of reporting to The Trade Protective Associations that your dealings with Mr. A, B, or C were unsatisfactory, or that he was slow in meeting payment of his account did not necessarily grow out of any lack of desire on his part to make prompt settlement, but rather, an inability to

do so because of "bad collections" in his own business? Again, do you appreciate the fact that such a condition does not always indicate a lack of efficiency in management, that what looked like safe and satisfactory business in April and May (which marks the opening of a selling season for the retail nurseryman) might easily have turned out to be something quite different by October or November, at which time he offered his orders for delivery and payment, this because of a nation-wide strike among this, that, or some other class (or classes) of wage earners, or for the reason, perhaps, what promised to be BUMPER crops over his territory at the time his orders were booked, turned out to be something quite the opposite by harvest time?

After all, isn't there going to be some degree of satisfaction and surety for you in seeing the retail firms put their business on a basis which will safeguard same against that proverbial "slip between the cup and lip" a slip with a double kick to it, one of which might chance to catch you in the solar plexus? In my own mind I am not so sure that as time goes on, and the wisdom of the ADVANCE PAYMENT PLAN induces more and more firms to adopt it that you wholesalers are not going to find yourselves making a mental note (if not a file record) of the retail fellows who have grown tired of building on the shifting sands of crop and industrial uncertainties, and who, with a spirit of confidence and determination, have set about putting a foundation under their business as strong and lasting as Gibraltar—the policy of selling for CASH WITH ORDER. I wonder where there is among us the firm or individual who would be likely to blame you for the practice of such self-preservation.

In the face of the facts presented and letters which I have read, I think, gentlemen, you will be able to appreciate why we feel extremely optimistic over the prospects and chances of reaching our goal—putting the retail (or agency) branch of the business on a self-sustaining basis. Our only regret is that we didn't have the nerve to tackle the plan years ago. Our success with it during a year when business and financial conditions have been about as near low-ebb as it would be possible for them to get has been such that we feel most confident of what we will be able to accomplish when the dawn of President Harding's day of normalcy spreads out before us. We invite and sincerely hope that you, who have not yet given the thing a trial, will go back home from this meeting, as we did from the one of a year ago, determined to cast your lot with those firms who are already paving the way for easier going in the nursery business during the years that are ahead of us. How truthful the adage that "In Union There is Strength," and why shouldn't we unite on this simple, sane and satisfactory means of putting into our respective tills the thousands of dollars that have gotten away from us in the form of "Accounts receivable"? In this day of modernized and improved business methods, what justification have we for our unwillingness or failure to break away from the old system, a system as precarious as it is out-of-date? You may have a satisfactory answer to my question, but I'm frank to acknowledge that I have been unable to find one.

THE AMERICAN HORTICULTURAL SOCIETY

The American Horticultural Society, with headquarters at Washington, D. C. is conducting a campaign to increase its membership. This society deserves the hearty support of the nursery trade. Its purpose is to promote horticulture in all of its branches in hearty co-operation with other agencies.

As funds become available they will hold flower, fruit and vegetable exhibitions, will issue publications and will maintain test gardens. It will encourage children's and school gardens and the establishment of Horticultural Scholarships. In fact it is a close co-worker with our own Market Development and "Plan to Plant Another Tree" movements.

MYROBOLAN SEEDLINGS

FRENCH GROWN—IMMEDIATE SHIPMENT

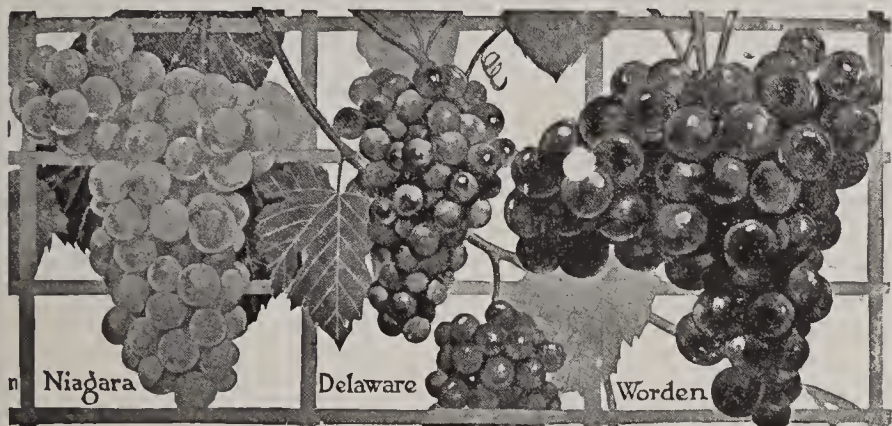
From New York. Sold in Case Lots Only.

MYROBOLAN SEEDLINGS, 1 Yr. 6300 Per Case
 “ “ “ 1 “ 5000 “ “

Offered subject to being unsold on receipt of order.

Write for prices understood packed and F. O. B. cars New York

McHUTCHISON & CO., 95 Chambers St., NEW YORK, N. Y.



T. S. HUBBARD CO., Fredonia, N. Y.

Growers of Grape Vines and Small Fruit Plants
 For Garden and Vineyard Planting

Established 1866

Send for Catalogue

COMMERCIAL NURSERY CO.

GROWERS OF HIGH-GRADE NURSERY STOCK

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

Decherd, Tennessee

FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.
 SMALL FRUIT—Raspberry, Blackberry and Currants.
 FINE LOT OF GRAPES—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.
 SILVER MAPLE—Sizes 1 to 4 in.
 NORWAY MAPLE—Sizes 1½ to 4 in.
 CUT LEAF BIRCH, EUROPEAN SYCAMORE
 Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

H. J. CHAMPION & SON

PERRY, OHIO

DO NOT FORGET!!!

RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

THOMAS B. MEEHAN CO., Dresher, Penna.

When writing to Advertisers please mention the National Nurseryman.

Established 1878

OREGON GROWN SYCAMORE MAPLE

(Pseudo Platanus)

12,000 1 yr.	3 to 3½ feet
15,000 1 yr.	2 to 3 feet
12,000 1 yr.	18 to 24 inches
10,000 1 yr.	12 to 18 inches

Beautiful, clean, straight stock for lining out. Ready for shipment after December 1st, 1922.

*Will Be Pleased to Quote You Our Prices
 They Are Right*

MILTON NURSERY COMPANY

A. Miller & Sons, Inc.

MILTON, OREGON

**BECOME A
 LANDSCAPE
 ARCHITECT**

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.
 American Landscape School 54-G, Newark, New York

Established 1866

NAPERVILLE NURSERIES

— Growers of —

Trees, Evergreens, Shrubs, Perennials, etc.

Lining Out Stock

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE No. 1.

Nurserymen fully realize the necessity of having the public interest in the goods they have to sell. There is no better way than through the medium of an exhibition. A fine display of dahlias, chrysanthemums, roses, fruits or in fact anything that shows the possibilities of the nurserymen's products is the finest kind of a demonstration and makes enthusiasts and buyers quicker than any other process.

The secretary of the society is Prof. David Lunisden, 530 Cedar street, Tahoma Park, Washington, D. C.

QUESTION AND ANSWER COLUMN

Editor "National Nurseryman",
Easton, Md.

Dear Sir:

We note that you say in *The National Nurseryman* that our nurserymen who do a large business must plant the stock for the clients.

For the last two years we have been planting stock for our customers and have lost money from the fact that we could not get experienced men for the work. How is the best way to manage this? How much more should be charged for a tree when a nurseryman does the planting and to insure the tree to live.

For several years we have lost a good many of our apple root grafts from molding. What will prevent this and what do you pack yours in? Would it be a good plan to sterilize sawdust, sand and moss with heat so as to kill all germs of diseases? How would be the best way to do this? If a person would spray the packing material with bordeaux mixture would it keep down mold?

How deep do you bury your shrub, privet and ornamental cuttings in the ground and also grape cuttings? Would it not be a good plan to spray these with bordeaux mixture to prevent mold?

Please let us hear from you and oblige.

Respectfully,

E. W. J.

The difficulty you are experiencing in getting workmen with experience to plant the stock for your patrons is a very common one and presents a problem which the nurseryman has to face. In practically every locality nursery work is so seasonable the planting season being so brief that it is practically impossible for the nurseryman to carry sufficient skilled help during the dead season, to take care of his business during the active season.

We believe the difficulty will be overcome in time by the encouragement of jobbing gardeners to attend to outside work in their particular localities and we believe it would be a good policy for a nurseryman to make special effort to encourage a good grade of men to go into this business and help them in every way possible.

We can readily understand you having lost money if you have not made a separate charge for the planting of stock in addition to the charge for the supplying of it. It is practically impossible to quote a tree planted that will generally apply. The better plan is to fix the price of a tree delivered, say within a certain radius, and perhaps in certain quantity, then make a separate estimate for the planting of it because conditions where the stock is to be planted are often very variable. For instance, the nurseryman may sell a shade tree for the side walk for Five Dollars but to send a truck three miles and perhaps find when he gets there that he has to excavate in rocks, perhaps establish a grade and do so much work incidental to the planting that the cost of this work is out of all proportion to the value of the tree.

From long experience it is never safe to quote stock planted without carefully going over the ground, estimating the time it will take and quote accordingly.

Insuring the tree to live or rather agreeing to replace should it die is a subject that has long been debated by nurserymen. Most Nurserymen take the stand that after a tree is delivered to the customer in good condition his responsibility ceases. The

Nurseryman doing a local business among, perhaps, friends and neighbors can not always take this stand. He has to show an interest in the goods he supplies and give the customer some assurance that he will get something for his money, other than possibly a dead tree. Some nurserymen replace a tree without cost provided the customer pays for the planting; others agree to replace at half price, but there is no hard and fast rule that can be applied in all cases. Whatever policy is followed it should be one which should tend to make the customer realize that certain responsibility belongs to him, because when the tree is once planted upon his grounds, it is under his care and he should at least be made to feel that the nurseryman has done his full share when he has supplied good stock planted in a proper manner. Any losses that the nurseryman may make good should not be a part of the contract so much as to show a willingness to share a loss that perhaps was caused by conditions over which neither buyer nor seller had control.

Mold on apple grafts is caused by poor atmospheric conditions, possibly too much heat with a too close and confined atmosphere. As a rule materials used in which to store apple grafts are sterile of themselves, such as sand, moss or sawdust and it should not be necessary to sterilize by heat. If they are not so they are not good material to use so that we hardly think it necessary to sterilize. If you will use good clean sand, without organic matter, in which to store them and keep the temperature below 40 degrees we hardly think you will be troubled with mold.

Treating the grafts with Bordeaux before storing them might be a preventative of mold but we cannot say from experience if it would have an injurious effect upon the grafts. It would be worth an experiment in a limited way.

When burying hard wood cuttings such as privet, ornamental shrubs, etc., it is purely a matter of keeping them away from the frost. We should say that out of doors 12 inches of sand would be quite sufficient, the position should be well drained and provision made to cover with straw, boards, etc., to keep off excessive rains and to be available, should the weather be very severe, to give a little additional covering.

If such places as caves or cellars are available, where the air can be kept sweet and the temperature between 35 and 40, Fah. usually make good places, in such places they only need a slight covering of sand to prevent any danger of drying.

LANDSCAPE ARCHITECT RELATIONS

In view of the thought and discussion being given to the subject of nursery trade relations with professional landscape architects by American nurserymen, it is interesting to note the British nurserymen are struggling with the same problem. Judging from the following, clipped from "The Horticultural Trade Journal" (British), they have arrived at about the same conclusions, namely: that professional landscape architects should stand on their own feet and not lean for support on the nursery trade:

Is an architect entitled to Trade prices for trees, shrubs, and other garden requirements? A member of that profession argues with me that an architect is entitled to trade terms for anything which is included in plans and specifications he prepares, or alternatively to commission from the firms with whom orders are placed, when such orders are based upon his plans and specifications.

On the other hand, a private gentleman tells me that he considers that when he has paid an architect's fee for drawing up a plan, that plan becomes his property, and that an architect having been paid for his work has no further interest in its developments.

The question is perhaps a little more involved when an architect is commissioned to see to the carrying out of the whole job; but it is, to my mind, an unreasonable thing for nurserymen to be asked to put an architect on Wholesale terms.

If dealt with on the footing of commission I suppose we may take it that the architect, acting for a client is that client's ser-

Rosa rugosa rubra and alba, strong, 2 yr. old plants and very strong 1 yr. old.
 Rosa multiflora japonica 2-4 and 4-6 m. m.
 Cuttings of the Bastard Rosa rugosa for budding and for growing rose stems.
 Treeroses and Half Standard Roses in excellent varieties.
 Populus volga, a cancer-free poplar, resembling the Lombardy.

Koster & Co.

--

Bridgeton, N. J.

Ask for Samples and Prices

**W. T. HOOD & CO.
 OLD DOMINION NURSERIES
 RICHMOND :: VIRGINIA**

We offer the following HIGH GRADE stock for Fall 1922 and Spring 1923:

Standard Pear 1 and 2 year—extra fine.

Apple 2 Year 11/16th and up.

(Delicious Staymans and Wine Sap)

Peach good selection of varieties.

Cherry 1 year, Sours and Sweets—very fine.

Amoor River Privet (South) 1 and 2 year, 18/24, 24/30 and ¾ ft., very fine.

California Privet one year, 12/18, 18/24 and 2/3 ft.
 Send us your list for quotations.

**RICE BROTHERS CO.
 Geneva, N. Y.**

A		Fruit trees
General	on	Ornamental trees
Surplus		Shrubs and Roses

Write for prices.

Y E S

We still have a
 large stock of

EVERGREENS

Including a good
 supply of the scarce
 medium sizes.

Trees and Shrubs also.

We are headquarters
 for Taxus Canadensis,
 Pinus Mughus, Rhodo-
 dendron Carolinianum
 and Azalea Kaempferi.

**FRAMINGHAM NURSERIES
 Framingham, Mass.**

“BEDFORD GROWN”

Muhgo Pines, 12-18 in.; Thuya's Globosa, 10 in. across; Hoveyi, 12-18 in.; Tom Thumb, 12-18 in.; Pyramidalis, 2-2½ ft.; Vervaeneana, 18 in., and Sibirica, 18 in.

Red Cedars, 18-30 in.; Hemlocks, 2½ ft.; Bush Box, 6-8 in.; American Arborvitae, 2-3 ft.

No better stock ever offered

Send for special price list covering also young potted evergreens for bedding out in early spring.

THE NEW ENGLAND NURSERIES, BEDFORD MASS.

FOREST TREE SEEDLINGS AND SHRUBS

We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as Bethula Nigra, Catalpa Speciosa, Cornus Florida. Elm, Poplar, Locust, Walnut.

SHRUBS, such as Altheas in varieties, Barberry Thunbergii seedlings, Calycan thus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttii. Write for quotations.

FOREST NURSERY COMPANY

Boyd Brothers,

McMINNVILLE, TENN.

NURSERY BANDS

Manufacturers of

STEEL BOX STRAPPING

FOR

NURSERY PURPOSES

AN ESSENTIAL TO FINISH YOUR JOB

AT A NEGLIGIBLE PRICE.

STANDARD SIZES USED BY NINETY

PERCENT OF THE NURSERY TRADE ARE

8 in. X 1 in. AND 12 in. X 1 in.

ANY SIZE CAN BE FURNISHED

WRITE FOR PARTICULARS

American Steel Band Co.,

888 Progress Street,

PITTSBURGH, PA.

vant, and can only legally receive a commission with the written consent of his employer; but if the architect is to be reckoned as a trade buyer, and can claim wholesale terms, it becomes a question outside the scope of the legality of commissions question.

What we should decide is whether such a demand of architects is to be granted or met with flat refusal. It is useless for one firm to refuse simply to be told by the architect that he will go to another nurseryman, who will "see reason," seeing reason meaning in this connection grabbing the order at wholesale rates rather than losing it; but if our trade is to supply builders and architects at wholesale prices when they are working for private clients, we might as well allow solicitors wholesale terms for orders placed on behalf of clients, and then go the whole way and allow everybody wholesale rates until we close down, because profits are thrown away, and expenses have exhausted resources.

ARBITRATION VERSUS LITIGATION

Frederick W. Kelsey, of the F. W. Kelsey Nursery Co., 30 Church street, New York, is very enthusiastic and working hard to promote arbitration as applied to business. He says: Arbitration is better than litigation and it should be applied in disputes in the nursery trade whenever possible.

"The action of many civic associations, leading publicists, and business men in favoring arbitration instead of litigation for settlement of differences should strike a responsive chord with those conversant with the trials and tribulations, costs, and vexatious delays incident to the present methods of procedure in the courts. For this rapidly changing sentiment favorable to arbitration very great credit is due to the New York Chamber of Commerce and its able committee chairman, Mr. Charles L. Bernheimer, whose unanswerable advocacy of the present arbitration law of New York resulted in its unanimous passage by the Legislature, and since approved by many judges of the State and Federal courts. The endorsement by the committee of prominent New York business men at the meeting recently must also become an important factor in turning the efforts for relief from the present congested condition of the courts to the sane and more expeditious and far less costly settlement of disputes by arbitration. In the many cases where proceedings have been taken under the New York arbitration law, it is reported by the Chamber of Commerce committee, not a single failure has occurred. Men of affairs, of probity and acknowledged standing, act as arbiters, hear both sides around a table where both the law and the facts applicable to each case are considered; a verdict is soon rendered, invariably acceptable to both parties. The result is obviously favorable, and in comparison with the present long drawn out, disappointing, vastly more expensive court proceedings, is like comparing the automobile of today with the cumbersome stage coach of the 'forty-niners.'

"Moreover, under this approved plan of arbitration perhaps the very worst feature of court proceedings is eliminated. Most attorneys feel it incumbent to magnify the claims of their clients. The court thereupon becomes the arena for battle. Antagonisms are actuated, and mere differences theretofore existing between the litigants are accelerated to the point of permanent dislike and often to open hatred thereafter. Former friends thus

unavoidably become enemies, this occurring many times to the serious loss and lasting injury to each, to say nothing of the years of annoyance and wasted energy incident to court delays. Even were not the conditions now so unfavorable for litigation, this gain by the arbitration method of itself justifies all that is being said and done in its favor. Moreover, how can any judge, under the enormous pressure in all the Federal and State courts, give the requisite thought and time to fairly decide what may be the just determination of each case from the colossal mass of briefs and oral arguments even in the more important cases?

"It is noticeable that the leading jurists, publicists, broad-minded attorneys, and men of affairs generally now openly favor the arbitration plan. Lawyers without imagination for better things, and who look upon the prerogative of the profession and the courts as a place for oratory, and who wish to keep along in the same old grind, naturally fail to recognize that what will raise the courts and their own profession to a higher standard is in reality good business, and in other ways must redound to their profits and the higher regard also of their clients. This especially as arbitration does not debar the presence of attorneys for each side at the "round the table" discussion of the case by the arbiter or arbiters.

"When the fact is better understood that innumerable business men and others now lose outright large sums even where they have just claims rather than attempt to traverse their cases in court under existing conditions the wholesome arbitration plan will gain in popular favor both in the states and in the nation."

PLAN TO PLANT ANOTHER TREE

The "Plan to Plant Another Tree" movement now has its own charter: "Tree Lovers' Association of America."

A Board of Directors is being organized of big men outside the nursery trade. So far the Board of Directors includes:

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**A Novelty Buxwood Which Is Hardy
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We are highly pleased to offer this novelty Buxwood seed for the first time. They are unsurpassed as dwarf boxwood either for hedges or borders, as well as for show windows when planted in the pot or tub.

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Man who is well experienced in all branches of nursery work, to take charge of nursery. One who knows stock, can handle men, can fill orders and help superintend in every respect. A fine opportunity for the right man.

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Box 17, Care of National Nurseryman

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One Car of Fruit Trees, 3-4 up

Can handle job lots in car lots. Spot Cash.

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To visit high-class landscape prospects and advise varieties and arrangement of nursery stock. Salary \$40 to \$75 per week according to qualifications, also share of profits.

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WANTED

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FOR NURSERY USE

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ESTABLISHED 1893

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INCORPORATED 1902

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Write for quotations before placing your order, you will find any prices right also grade. Can make early or late shipments.

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with that
Wonderful Root System

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We are now in a position to quote prices that we know will interest you and make you money.

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Native Broad-leaved

EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous
Plants of the Blue Ridge Mountains, including: *Kalmias*,
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Approximately 500 species

Collections to Order in Carlots a Specialty
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Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

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This New England soil and climate produce fine sturdy shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists let us est.



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Listen!

Do you think it's merely coincidence that practically all the leading nurserymen in the country are members of the American Association of Nurserymen?

It is not.

Any one of these men will tell you that he owes his success in no small part to the fact that he has been a member of the American Association of Nurserymen.

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There is no way in which you can make an investment of a few dollars that will **help your business** so much as becoming a member of the American Association.

The dues are as small as \$10.00 per year.

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Isn't it worth dollars and cents to your business for you to know promptly and accurately just what is going on in the industry? What changes are taking place, what stocks are "short" or in surplus, the changes in the moods of the buying public, etc. etc.

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You know what it is to try to get your freight claims settled! Often you let them go rather than waste time and money trying to collect. Not so, if you are a member of the American Association. Charles Sizemore, who handles the freight claims for members of the A. A. N. has spent a life time in railroad work, and he is one of the greatest little collectors in the country. Many members of the Association save their annual dues several times over in this service alone.

To Profit by the A. A. N. Publicity Service.

The Market Development Committee of the American Association helps **your own local business** in three distinct ways.

First, by supplying your local newspapers, throughout your selling territory, with weekly publicity articles on what and how to plant.

Secondly, by co-operating with the "Plan to Plant Another Tree Movement" in organizing local "planting campaigns" and "planting weeks" in your territory.

Thirdly, by supplying you with publicity and advertising helps for your own use. **SEND TODAY FOR COPIES OF THE TWO NEW BOOKLETS, "IT'S NOT A HOME TILL IT'S PLANTED," AND "IT'S NOT A FARM HOME WITHOUT FRUIT,"** which will show you what is being done along this line. Cuts, colored lantern slides, short articles on different kinds of plants, etc., are other items of this Service.

To Have Your Old Accounts Cleared Up in the Most Economical Way.

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You know what the "personal element" in business amounts to. When you become a member of the American Association, you will soon know personally most of the leading nurserymen in the country, and this cannot help but result in many business opportunities which you never could get in any other way.

To Make the Work of the Association in the Matters of Legislation as Effective as Possible.

The Association, even with its present small membership, has been able to do many things which have saved hundreds of thousands of dollars for the nurserymen of this country. The larger the Association becomes, the more effective will be its work along these lines. Only by showing an absolutely united front can we get all the consideration we are entitled to.

To Keep Informed on New Methods of Propagating That Are Being Developed And Similar Technical Matters.

Never before has it been so necessary for the wide-awake nurseryman to know, and know as soon as possible, what is being done along these lines. There is no other way in which this information can be had so quickly and so accurately as by attending the conventions of the American Association and getting the full reports of these conventions which are published by the Association. This item alone may mean hundreds, or even thousands, of dollars to you in a single year.

To Obtain the Advantages of Being a Member of the Association of Your Industry.

The very fact that you are a member of the American Association, which the public knows includes most of the leading responsible nurserymen of the country, will give your firm a standing which is an actual business value.

To Do Your Share in Supporting the Industry Which Gives You a Living.

Every man engaged in any industry owes something to that industry. There is a great deal to be done yet before the nursery industry can be put on as sound a business basis as is enjoyed by many other lines. The only way to accomplish that result is for those who are engaged in the nursery industry to stick together and work together. Are you not willing to be one of the bunch.

EVENTUALLY — WHY NOT NOW?

Mr. F. F. Rockwell,
Care American Association of Nurserymen,
Bridgeton, N. J.

Send me samples of the two booklets, put me on the Booster mailing list and give me particulars about joining the American Association of Nurserymen.

Name

Address

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	1 In.	¾ In.
Paragon (M. B. Twig)	200	400

APPLE TREES—1 Year Budded and Grafts

	4 to 6 Ft. ⅝ and up	4 to 5 Ft. 9/16-⅝	3 ½ to 5 Ft. ½-9/16	3 to 4 Ft. 7/16-½	2 to 3 Ft. ⅜-7/16
Baldwin	2000
Ben Davis	200
Delicious	2000	...	2000
Gano	1000
Grimes Golden	3000	2500
Jonathan	300
Lowland Raspberry	100
McIntosh	1000
Maiden Blush	100	100
Oldenburg (Duchess)	300
Paragon (M. B. Twig)	300
Rome Beauty 4000	3000	2000	2800	1200	
Stayman's Winesap 6000	6000	4000	3000	2000	
Wealthy	3000	2500	2000	
Williams E. Red	2000	1500	1000	
Winesap 1000	2000	1000	700	300	
Winter Banana 200	400	100	50	50	
Yellow Transparent 4000	8000	4000	4000	4000	
York Imperial	1000	500	
R. I. Greening	1000	1000	1000	1000	

SWEET CHERRY TREES—

1 Yr. Budded

1000 Black Tartarian	1000 Napoleon
1000 Bing	1000 Schmidt's Big
1000 Gov. Wood	1000 Windsor
1000 Lambert	1000 Yellow Spanish

SOOR CHERRY TREES—1 Yr. Budded

1000 Dyehouse	3000 Early Richmond
1000 English Morrella	1000 May Duke
2000 Montmorency	

PEAR TREES—1 Yr. Budded on French Roots

2000 Bartlett	1000 Seckel
1000 Clapp's Favorite	100 Laurence
1000 Duchess	100 Warden-Seckel
100 Flemish	500 Beurre-Bosc



PEACH TREES—One Year Budded

	1 In. 7 ft.	¾ In. 6 to 7 ft.	9/16 In. 5 to 6 ft.	½ In. 4 to 5 ft.	7/16 In. 3 to 4 ft.	5/16 In. 2 to 3 ft.	1 to 2 ft.
Belle of Georgia	2000	8000	9000	12000	14000	6000	4000
Brackett	100	100	500
Carman	100	500	4000	4000	3000	2000
Elberta	2000	5000	6000	8000	8000	8000	8000
Hiley	100	500	1000	4000	9000	9000	9000
Krummels	200	500
Late Crawford	100	100	500	1000	500

PLUM—1 Yr. Budded on Plum Roots

100 Abundance	100 Lombard
100 Burbank	100 Imperial Gage
100 Bradshaw	100 Red June
100 German Prune	400 Shropshire Damson (2 to 3 ft.)

KIEFFER PEAR TREES—3 Yr. Budded

	6-7 ft.	5-7 ft.	5-6 ft.	4-6 ft.
	1 in. up	¾-1	11/16	⅝
Kieffer	5000	8000	7000	3000

KIEFFER PEAR TREES—1 Yr. Budded

	5-7 ft.	5-6 ft.	4-5 ft.	3-4 ft.
	11/16	⅝-11/16	½-⅝	7/16-½
Kieffer	8000	12000	5000	3000

QUINCE TREES—1 Yr. Budded

1000 Champion	1000 Orange
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BLACKBERRIES

8000 French Lawton
4000 Lawton
1200 Snyder
400 Ward
25000 Early Harvest
8000 Iceburg
300 Ohmer
400 Rathburn

GRAPE VINES—2 Yr. No. 1

5000 Concord	5000 Niagara
2 Year No. 2—Same Varieties	
1 Year No. 2—Concord	

RASPBERRIES

10000 St. Regis	3000 London
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J. G. HARRISON & SONS, Proprietors

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THE NATIONAL NURSERYMAN



APRIL 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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Established 1847.

Offers a Fine Stock of
**SPECIMEN EVERGREENS,
FRUIT AND ORNAMENTAL
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

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Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
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Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

Our Spring Trade Bulletins issued frequently. Counts of stock in it are reliable, subject of course, to stock being unsold.

You will note we list one of the most complete general assortments to be found in the country.

Fifteen acres of overhead irrigation for the better production of shrubs, roses, perennials and evergreens.

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QUICK REPLIES WILL BE GIVEN YOUR INQUIRIES. Efficient and prompt shipment of your orders, and high grade stock, properly graded and packed.

Watch for Our Bulletins. If You Haven't

Yours, Write—A Postal Will Bring It

**LARGEST WHOLESALE GROWERS IN
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**SEE PAGE
107**

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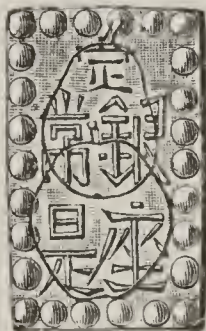
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The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI.

HATBORO, PENNA., APRIL 1923

No. 4

Synoptic History of the American Grape

An Address By the Late H. F. HILLENMEYER Made to the Kentucky State Horticultural Society, February, 1922

The history of the vine is closely interwoven with that of man and has oft shaped his destiny for weal or woe. From it was perhaps the first intoxicant, curse to Noah but the sacred vimbrance to all his children of redemption from the death eternal. A Persian legend explains that her vine, *Vitis vinifera*, was a perfect and finished gift when man was set adrift before the Garden gate. A better cannot be given because the most diligent search of the botanist has never revealed any wildling from it which it might have been derived. This type in which we have no interest, save historically, has overspread all the tropics and many of the temperate zones. Long since it seems to have reached the limit of its perfection if the familiar picture, so well known to our innocent childhood, of Joshua and Caleb jointly carrying the cluster from the promised land, as exhibit A, be true. But this type has never succeeded in the open in Kentucky or elsewhere, east of the western mountains. But under glass in this town, as perfect clusters of Black Hamburg, Chas-salas, Tokay, etc., have been grown as on their chosen heath. The severity of the climate is not the cause of our failure. A row of these vines in many kinds, quite hardy and enduring in Eastern France, where the climate is quite as vigorous as here, grew well for a time, but little by little, and one by one they passed away, just as did the little Indian boys. Phylloxera was not then known and that the loss was due thereto is improbable, because the roots of similar kinds, though under glass, were in the open and equally exposed. The development of American and other types extended viticulture fully as far north as the zone of the apple, thus making the vine the cosmopolitan fruit of the earth.

"The first lisp of childhood was beneath the shelter of a vineclad bower, planted some years before my birth, and one yet endures. I was the child of a vinedresser on his native heath, early to be taught American methods, and be enthused by the spirit of Nicholas Longworth, of Cincinnati, who in the early '40's was the first true evangel to spread a sound doctrine of the vine over the Ohio Valley. Pruning and consistent care were inculcated, the quality of the fruit was faultless and the pioneer growers made a "ten strike." Nothing succeeds like success. While the demand for vines was great and their price became fabulous, the plantings so increased that by 1855 the commercial acreage in this county went into the hundreds. In consequence the fruit market, which was the early reliance, became glutted and prices reached the level of last year's tobacco. Then the unprae-

ticed and comparatively unknown art of wine making was introduced. In those days beer was not much in vogue. Distillate, which was cheap as dirt, was the standard beverage, and strange to say the excellent wine made seemed to supply an intermediate want, and was regarded as jewelry amid hardware. Then the pendulum swung to higher prices for fruit, and from 1855 to 1862 choice stock commanded from six to eight cents per pound, although then sold by measure rather than by weight. During all these years both growers of fruit and vintners made handsome profits. On May 12, 1862, the most devastating frost ever known overspread Central Kentucky and killed every vineyard and every vine not well protected by its circumbience. That was at the threshold of our Civil War; the vineyards were not replanted and wine making as an occupation ceased. The introduction of tobacco as a staple and remunerative crop, the expanding of the fine stock interests and the change from the individual tilling of farms to the tenant system, because of the emancipation and the consequent upheaval in the reliable labor problem, proved a body blow, both to the fruit and grape growing interests, from which neither recovered.

During this epoch there were but two standard varieties in cultivation, Catawba and Isabella, both of southern origin. In choice amateur collections were a few others, but in the first manual, and may it be added, one of the most complete, published in 1846, are listed but twelve native and thirty-two foreign kinds, for the consideration of the American grape grower. A home grown white grape I never had seen until quite a lad. A single vine "sage" was obtained in the nutmeg state at about the price of its weight in gold. Its growth was that of Jonah's gourd, and its aspiration the top of the tallest sycamore in sight. In due time it bore all right, berries white and clusters pigmy in comparison to those along nearby fence rows. The owner of that vine complained of the paucity of adjectives in the three languages of which he had fluent command, to describe adequately its characteristics. And there were fakirs in those days also. It was fully thirty years thereafter before Martha, a pure native, and as highly meritorious now as then, was locally introduced.

During this time insecticides and fungicides were entirely unknown. Mildew was prone to attack the cluster when just out of bloom and, in very humid weather, two or three days could blight the fairest expectancy. It has entirely disappeared. Bird-eye rot of the half grown

berries is not recalled, but that now prevailing was so virulent on the two kinds then in cultivation as it is on them now. Leaf rust was entirely unknown and frost found the foliage yet ivy green. The blue bud borer was scatteringly found, but its larvae did not visibly mar the foliage, nor either by tradition or personal observation, was there ever such an infliction as that over Central Kentucky two summers since. Another insect, *Pelidnota punctata*, is mentioned, not because of material injury, but to show that juvenile delinquency was then as regnant as now. These great yellow insects were eagerly sought by children, not for the benefit of the vine, but for the hearing of a sotto voce serenade, oscillating between the whirl of an engine and a subdued beating of tin pans and then to determine whose flyer could furthest carry a thread attached to a limb. But then the terror of the grape grower was a large connected soft scale that invariably attached itself to the shaded side of an old stem or cane and quickly deadened the wood beneath. It was very sensitive to the sun and the universal practice was to remove, during mild winter weather, the easily detached outer bark. This was more irksome than present spraying which likely would not have been effectual. It has entirely disappeared and an infested cane has not been seen in years.

After the war came the renaissance, but it can hardly be said that commercial grape growing ever had a second birth. But an unbounded opportunity was embraced by both urban and rural dwellers, and there is hardly a farm, a village lot or a city yard that now has not its trelis of vines. In passing may it be said that on the fences and outbuildings of the ordinary town yard the finest clusters of varieties, precarious in the open, may be grown, because more immune from belated frost, more protected from vapor, wind and the smaller precipitation of dew in the environment of buildings. It is astonishing what a weight of fruit may be obtained where there is but a spot of earth and but a fleck of sunshine. When a vine can get its roots into the nitrogenous soil under an outbuilding, its fruitage will be that of an Atlas bearing the earth on his shoulders. In the past sixty years there have been but two complete failures, 1862 and 1921. The early vignerons had but little choice in varieties, but from 1870 to 1900 the floodgates were opened and hundreds of varieties were introduced. There is nothing more fascinating than their tryout, and few that have succeeded with the standard do not stake the new comers against them with certain pleasure and profit, dependent on their skill plus considerable "experience."

America has been discovered four hundred and thirty years; its first settlers planted vines—the vines of Europe—and at the end of three hundred and fifty what had they accomplished? Hanging like grim death to the fetish that the grape of Asia was the one for America, they were at least not know-nothings, but so dense they could not understand that the accidental finding of two such superior seedlings opened a new vision of hope in the face of such utter failure. About the time the forty-niners were trudging across the sandy Sahara to the Golden Gate, an humble New England cottier, E. W. Bull, planted beneath the sod, a seed, a thing of earth that rose

by second birth a new and nobler work of God. He, that truest benefactor of our land, long rested in an unmarked grave, but honor to our craft that erected a memorial as an expression of our appreciation. His labor was a benefaction to the vast multitudes that dwell east of the western mountains, on both sides of the great lakes and the St. Lawrence, thence down the Appalachian range to Carolina, then west on the upper border of the gulf states and across Arkansas and Oklahoma. Concord was not evolved. It sprang from the creative hand a perfect work, and as immediate as was the birth of Mentor from the mind of Minerva. Here we do not appreciate it as do those in that vast area where our southern derivatives will neither ripen nor endure the severity of the climate.

"What fools we mortals be," exclaimed a wise man. About 1860 Concord began to fill our local markets, and spread, as does wildfire, over that vast area that hitherto had not known the glories of the empurple clusters of the vines. It were easy to assume that after this spectacular demonstration of the inherent capability of our native stock, the wise men would humbly sit at the feet of this lowly villager and learn wisdom. But alas they did not, but wandered off to worship their same barren old gods. Between 1870 and 1900 not less than a thousand of these hyphenated Americans—the term is used to express derision and contempt—were turned loose on an unoffending public. These mixtures of the seed, these alchemists, that could not make gold, were willing at least to give us a pot-metal imitation. The experience of three hundred and fifty years was totally ignored. There is no purpose either to depreciate or belittle such effort, but only to stress its utter failure. May the opinion be ventured, based on full fifty years of intimate contact with hybrid vines, that from the beginning they have been a hurt rather than help and that had the infinite care given by hundreds of hybridizers been devoted to the improvement of the native stock that in time we would have equaled the possibility of any type whatever.

In conclusion may it be said that our state abounds in land suited to the vine and that we can not only raise all the grapes grown by our competitors, but can surpass them both in quality and yield. Our home markets are either bare or filled from the east or west; prohibition instead of hampering has helped grape growing. It has eliminated the small wine makers but invited the powerful wineries and grape juice interests. This opportunity was lost because we had not the grapes, but if we will but pledge, as do those who supply the canneries, the opportunity is still knocking at our door. Consider the jump in prices both along the lakes and on the west coast, since prohibition began. As commercial growers we have all the varieties needed, and with care can now as successfully grow Catawba as eighty years ago, and they cannot, for it is purely a southern grape. It results in the best wine to be made in America and its natural color pre-eminently fits it for sacramental uses. Monkey not with the hyphen. While a joy to the sportsman, it is a snare to the dollar and cent producer. Having outlived several generations in a multitude of kinds, their durability is regarded as that of Achilles. Immortality was promised if he but be plunged into the saving water.

But alas the officiating priestess failed to dip the heel by which he was held and soon an adder stung the vulnerable spot and he died, before his day even. The adders that beset the hybrid are many and the sad experience of more than ten generations should surely teach us more of wisdom. Be iconoclasts, break the idols your forebears so long worshipped in vain, and follow in the footsteps of that level headed Cincinnatus that alone led you to the prosperity of his day, which is to us also.

ON NURSERY INVENTORY

By X

It would seem a bit bromidic to dwell at any length on the importance of accounting, it is so clearly recognized in nearly every business, but a great deal of evidence goes to show that this is not true with nurseries. When the year closes the books are the only guide to show what has been done. Has the business been profitable? If so, has every branch paid, or are you carrying some dead departments? If it has not paid, why not? A myriad questions. Scrutinize the books. If the answer is not there your accounting is either wrong or incomplete. The easiest person in the world to fool by faulty accounting is yourself, because you think that you know all about your own business. What a sad conceit in many cases.

However, the subject up for discussion is inventory, and its place in accounting. It is a most important account, especially if your business consists, wholly or in part, of growing stock.

Accounting in general carries inventory at (1) market, (2) cost, or (3) cost or market, whichever is lower. No. 1 can be dismissed as absolutely impractical as applied to the trade as it is almost impossible to arrive at. Quoted prices are so delightfully variable, even considering quality. The prospect of a nursery whose products are of the finest, underquoting one of whom the same cannot be said, is a familiar one. When inventory is carried at market, market should mean the price at which the products can be liquidated at short notice. Nursery stock can seldom, if ever, be liquidated at short notice at anywhere near its value.

The second method, "cost," then presents itself. When plants are grown it is necessary to keep a careful record of all expense that goes into growing such as labor, etc. Then should also be charged rent of land, depreciation of plant and all equipment used. Then a proportion of general overhead, determining the proportion by the approximate amount of business effort expended in growing. When all this has been done, however, each item should be carefully scrutinized and the question asked "Could I buy this plant and put it here on the ground at a lower price than I have grown it?" Which shows the efficacy of the third method:

Cost or market, whichever is lower. Market being considered in this case the price at which you can replace each item by purchase. Which is not the sense of the phrase as it is generally used. But the nurseryman's inventory differs from others; of which, more later. The objection might be raised that if this method were used it might show a loss which is not real as, given time, you

would be able to sell this stock raised, at a profit. But it is real, for if you were able to buy cheaper than you could raise, your profit at the time you sell would be very much larger. If you are raising something at a greater cost than you could buy it you are either on your way to the poor house or are letting some profitable department carry this dead weight.

Certain nurseries make a practice of carrying inventory at nothing, or at a purely arbitrary figure well under its value. This is certainly a conservative method, but it is begging the whole question. It reminds one of the farmer who determined his profits at the end of the year by the size of the roll under his mattress.

The position of inventory on the balance sheet is a matter of interest. Inventory is nearly always considered a quick asset. By quick assets are meant those items which can readily be converted into cash. Buildings, machinery, etc., are fixed assets which, although they may be worth their full valuation in the continued course of business, cannot be readily disposed of in the event of liquidation. It would seem that the nurseryman's inventory should come under this latter heading.

To rehash a bit, too much emphasis cannot be laid on the importance of costs accounting for every nursery. Suppose for example one nursery has an accurate basis for estimating costs and is able therefrom to correctly price its products. What happens if it is not general? A competitor may cut prices even though his cost be higher, continue to produce and undersell with disastrous results to all. A thorough campaign of education in accounting would seem to be in order. Would it not be a desirable departure for the A. A. N. to do this? They could, for example, employ a firm of accountants which make a specialty of this sort of thing to work out a simple system for keeping costs and pass this along to their members. Such a plan is too expensive for each firm to attempt alone. The results obtained would unquestionably do much to stabilize the industry if such a thing were followed accurately.

RHODODENDRONS THRIVE IN SOIL TREATED WITH ALUMINUM SULPHATE

A method for making the ordinary garden soil suitable for rhododendrons has been discovered by Dr. Frederick V. Coville, botanist of the United States Department of Agriculture, which although still in the experimental stage, will be welcomed by nurserymen and others interested in growing ornamental shrubbery. This knowledge is likely to be of importance at the present time when the importation of these plants has been greatly curtailed through the plant quarantine laws, and nurserymen are now trying to grow the needed plants inside the United States.

Native rhododendrons unlike most plants and crops require an acid soil and will not thrive in the ordinary fertile garden or greenhouse soil, but they grow with great luxuriance in sand mixed with peat, with rotting wood, or with half-rotted leaves. Experiments have made it clear that rhododendrons thrive in this kind of soil because its chemical reaction is acid, and they die in the ordinary fertile soil because its reaction is neutral or

alkaline.

Dr. Coville's experimental work which has been done in the greenhouse has shown that aluminum sulphate when applied to an ordinary soil is an effective and inexpensive method of changing the soil reaction from neutral or alkaline to acid. Where soils have been so treated the stimulation of growth of the rhododendrons has been very great, as much as 250 per cent. increase in the diameter of the rosettes of seedling rhododendrons having been secured. Crude aluminum sulphate is used in the chemical industries, is not expensive, and in large quantities can be purchased from dealers in chemical supplies at about \$5 per hundred pounds.

Experiments that have been in progress for several years past have shown that soil acidity is required not only for rhododendrons but for azaleas, kalmias, and practically all the plants of the heath family, besides many orchids and numerous other plants of ornamental horticulture that are commonly regarded as difficult of cultivation. There is every reason to expect, said Dr. Coville, that these other plants also can be made to thrive in ordinary soils through the use of aluminum sulphate.

Experimental work in this matter has not been carried on for sufficient length of time to be certain that long continued treatment with aluminum sulphate may not lead to the development of unforeseen difficulties, such as the formation of hydrogen sulphide or other compounds of sulphur injurious to this type of plants. For the present the aluminum sulphate treatment should be regarded as experimental.

Large rhododendrons growing in the deeper soils of outdoor plantings were not tested in these experiments, but for such situations, it is believed, amounts of aluminum sulphate up to half a pound per square yard may be applied advantageously and safely, if the soil is of the ordinary fertile type, the application being repeated if the soil is not made acid by the first application.

In an ideal rhododendron soil aluminum sulphate is unnecessary and useless. Persons desiring to experiment with sickly outdoor rhododendrons are advised to apply the aluminum sulphate to only a portion of the plantings, always leaving another portion untreated for comparison.

GROWING TOO MANY VARIETIES OF FRUITS SPOILS THE PROFITS

To the Nurserymen of the U. S. A.:

I wonder if it has ever occurred to the members of the trade who grow an extensive list of varieties of trees and small fruits that there is a surer way to better and cleaner profits than under the present system of growing? From close application to the nursery business for the past thirty years and with an intimate knowledge of the retail and wholesale, as well as the growing end of the game, I am of the opinion that the nurserymen of today are growing too varied and extensive a list of varieties of fruits and in doing so are losing money. To grow a long list of varieties is expensive. Producing in large quantities reduces the cost to a minimum. We all realize I am sure, it is cheaper to grow, dig and handle 50,000 trees in 20 varieties than it is to handle this same number in fifty varieties and less chance of mixup.

There are many firms who catalogue and list in their

retail price list as high as 70 varieties of apples, and there are some firms who list as many sorts in their wholesale trade list. Now, stop and think of the immense amount of detail work involved in connection with such a list, both in the field and in the packing cellar, in the aggregating and stock record keeping, and in the writing up and filling of orders. It is perfectly ridiculous and a waste of time and money to attempt to grow such a list. Fully one-half to two-thirds of the 70 sorts could be eliminated entirely without danger of any appreciable decrease in sales. This would cover varieties for which there is a very limited or an uncertain demand, also varieties of little or no merit to recommend themselves to the public. Here is where the losses creep in, growing what I would term these unprofitable sorts. There is usually a surplus of these on the market and a great many find their way to the brush pile. A list could be made up containing say not over 25 varieties of apples and this would cover the range of the best all around sorts in all apple growing sections. Then why grow the poor sorts? The cost of growing is relatively the same. It is just as easy, in fact, it should be easier for a salesman to sell a customer a choice apple, as it would be to sell him a poor one, and by educating the public to buy the best varieties, we are thereby doing a favor. This is something that will redound to the nurseryman's credit in the end.

I will not take up space in attempting to make up a list of recommended varieties, as such a list would not fit in all sections. The East has its own idea as to what constitutes the best sorts. And this also holds true in the West and South. The question of what varieties should be grown and what to cut out is largely a matter for each individual nurseryman to decide, depending upon his sales.

I firmly believe the whole matter of economy and better profits resolves itself into this one thing, and that is the elimination of the growing of poor sorts and sorts for which the demand is rather limited or uncertain. Let us all prune our budding lists down to the very minimum, growing only the very best varieties, those now being used most generally for commercial orchard planting. It goes without saying these would at the same time be the best for the average city or town customer who wants only a tree or two for back yard planting. If those concerns who are doing an agency business will take the trouble to look over the catalogues put out by the mail order concerns, they will find there a very limited list, covering only the choicest varieties, the standard market sorts for which there is a general demand. They have the right idea.

I have mentioned apples here as an example and for the reason that the list of apples is perhaps the longest, but the general idea of eliminating the poor sorts can be safely carried out all along the line of fruits, with much benefit accruing to the grower. In this way there is bound to be less waste, less fuel for the brush pile. It will increase sales in the better class of fruits.

I would like to hear what some of the other brother nurserymen have to say on this subject.

JOHN A. KUSSE, *Mgr. Wholesale Dept., Brown Bros. Co.*
Rochester, N. Y., March 10, 1923.

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Nursery Stocks of all kinds. It circulates throughout the
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

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Correspondence from all points and articles of interest to nursery-
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be
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Hatboro, Pa., April 1923

NURSERY DRY GOODS The nursery trade lacks distributors of its products, but distributors that will sell to the public good plants, alive and full of vigor at a fair profit.

Unfortunately department stores, ten cent stores and other merchandising agencies are attempting to handle plants which they are ill fitted to do. They are ill-fitted, largely because they neither have the knowledge nor facilities to handle and keep the plants in good condition while they are selling them, with the result that the purchaser very often buys plants that are dead before they take them away, and often at a price that is ridiculously below what a good article should be sold for. The result is that the handling of nursery products by these stores, under the conditions usually prevalent, really works an injury to the trade whereas it should be one of the most promising distributing agencies.

We do not know how the practice started but should judge it was undertaken by the store managers without any real knowledge or care to supply a good article. Invariably it is only the cheap grades of plants that are offered and these usually much below par, due to the conditions in which they are held pending sale. The customer is perhaps fortunate who buys the day they are put on display in the store, the late comers, who purchase the plants after they have been subjected to very un congenial conditions, becoming all dried out and worthless, and very often neither the salesman who sells them, nor the purchaser who buys them knows this to be the case. A store that prides itself on its reputation should not attempt to handle something of which it can not give full value to its patrons.

The nursery trade as a whole has frowned upon the custom, which has grown in spite of it. The public seems to be quite willing to buy as is evidenced by the number of stores handling the plants in the spring. If the nursery trade would take hold of the matter, educate the

store keepers as to what constituted a good grade of plants, teach them how to handle them and only encourage them to handle good quality of merchandise at a reasonable profit they would become very important distributors of the nurserymen's goods.

As it is at present the stores only seem to be handling culls and small stock at prices ridiculously low as compared with the cost of a good quality of stock. If the handling of nursery products by department and other stores could be brought under the pure food laws or whatever department of the Government looks after the interest of the buying public we feel very sure that the matter of price would take care of itself.

A store is in business to make money, if the nurseryman is going to have the store distribute his goods why not supply him with first class stock, teach him how to handle it and see that he can make a profit on his merchandise. There is a tremendous potential business in the handling of nursery stock by such distributing agencies, if it were done properly with the interest of the purchasers being the governing factor.

At present the governing factor seems to be entirely a means of disposing of plants that can not be sold by any other means.

All plants handled by department stores are not necessarily poor grade, some stores we have known have conscientiously tried to give the buyer full value but due to ignorance and lack of facilities are unable to do so, so that both the purchaser and the reputation of the nursery trade suffers.

TREE PUBLICITY

William J. Flemmer, Jr., Princeton Nurseries, Princeton, New Jersey, writes "We are certainly getting a lot of publicity and a great deal of it from people not connected with nursery business."

Mr. Flemmer encloses several clippings from the press corroborating his statement. One of them reporting a very old tree in Louisiana, another one entitled "Noble Action Taken at Holyoke" wherein it was decided by formal vote in the college to abandon the practice of using cut laurel at the commencement exercises, because it is realized that unless the destruction of the wild laurel ceases it will soon be exterminated throughout the State. The article goes on to suggest that school children should be taught plant preservation, that wild flowers should be protected rather than destroyed and only plants and flowers that were products of cultivation from garden or green house should be purchased.

It is as Mr. Flemmer suggests all these newspaper items have a bearing on our business if we can only guide them in a way that they will help to develop our industry. Every interesting paragraph that appears in the daily press has a tendency to lead the mind nurseryward.

George Harris, of the wholesale department of C. R. Burr & Company, made a call on the trade in Geneva, Newark and Rochester during the past month. Mr. Harris sold quite a quantity of French seedlings and reports a good demand in other lines.

MORE ABOUT THE ADVANCE PAYMENT PLAN WITH ORDERS

By Mr. E. H. Balco, the National Nurseries, Lawrence, Kansas

I have just read with much interest the article by J. Frank Jones of the Mount Hope Nurseries of this city in regard to the Advance Payment Plan, or Cash With Retail Orders.

I was fortunate enough to be present at the last meeting of the Western Association of Nurserymen before which Mr. Jones read his paper on the Advance Payment Plan. The paper aroused a great deal of interest among a large attendance present at that time.

There seems to be quite an interest aroused in this plan on the part of retail nurserymen who employ salesmen. We have received nearly a dozen letters from different nurserymen over the country during the past ninety days, asking for further information about the plan and what success we have had with it.

Mr. Jones and myself happened to be on the committee of the Western Association of Nurserymen that worked out the details of this plan, so naturally we become more enthusiastic over it than many others and were among the first to try it out.

We find that the plan is being adopted by more and more retail nurserymen all of the time. Here in Lawrence there are four retail nurserymen employing salesmen, and everyone of them has adopted the plan of securing cash with orders.

After all is said, the results obtained under this plan is what will interest nurserymen most.

We took up the plan about February 1, 1922, and outlined it in a very simple way to our men. During February and March, we received a large amount of cash in advance with the order. This encouraged us very much indeed because all of our sales propaganda called for cash on delivery, and at that time we had not revised any of our printed matter to conform to the new sales plan.

Our fall selling season in this locality usually starts in earnest about May 1st; by that time we had revised a great deal of our printed matter, so that we could put the proposition before our salesmen in a more intelligent manner.

The following is the percentage of cash received upon all orders booked since May 1, 1922, up to the present time:

July 1—2-4/10%	Mar. 1—23-4/10%
Aug. 1—6-5/10%	Nov. 1—12-4/10%
Sept. 1—8-8/10%	Dec. 1—14-2/10%
Oct. 1—10-5/10%	Feb. 1—20-3/10%
Jan. 1—16-6/10%	

The above tabulation from our books shows that there has been a steady increase in the amount of cash that our men have sent in with their orders since the plan was adopted.

During the past two weeks, we received over 40% each week in cash with our agents' orders. We think when our selling season closes about the first of April, that we will have somewhat better than 25% in cash upon our entire years business, (fall 1922, and spring 1923). We think this is a remarkable showing considering that the plan is new and has not generally been worked in this territory prior to this past year.

In the last six months we have gone just a little further by requiring our salesmen to get cash with all the orders amounting to less than \$5.00. We did this for two reasons: one was to eliminate so many of the little orders amounting to possibly a dollar or two in which there is usually little or no profit; the second was that on these small orders, if they are not paid on delivery it is almost impossible to collect them, because no attorneys will handle orders for less than \$5.00 and give them very much attention.

We have also made another rule, that our men must secure an advance payment of 25% of the amount of the order upon all orders amounting to \$50.00 or over. There is nothing quite as hazardous as booking a large retail order and paying an agent a liberal advance upon it only to find that the last minute before shipment the order is perhaps countermanded by the customer. The results obtained from these two plans have been fairly good. Of course one can't make an ironclad rule that will hold every salesman to it. However, we are selling the idea of this prepayment plan to our men from time to time, and where many of the men fought the idea a year ago, they are now boosting it because they realized that there will be no charge backs on countermanded or cancelled orders, or unpaid accounts after delivery.

We have worked up a number of forms that have helped us to put this plan across, and if there are any brother nurserymen who are interested in adopting this plan, we will be only to glad to forward copies of such forms to them. We believe this is one of the most advanced plans for selling nursery

stock through agents that has been adopted in the last twenty-five years.

MR. REASONER AND MR. BRYANT GOING TO THE ANTIPODES

E. N. Reasoner, head of the Royal Palm Nurseries, at Oneco, Florida, and known not only as one of the leading nurserymen of the country, but also as the foremost introducer of plants into Florida, left recently on a combined business and pleasure trip that will last five months and which will take him to Australia and into the South Seas.

The purpose of Mr. Reasoner's trip is to study plant conditions and the citrus industry in Australia and to investigate the flora and fauna of Australia, New Zealand and Hawaii. He expects to spend the greater part of three months in the two British commonwealths across the Pacific, and to return home via Vancouver, B. C., Minneapolis and Chicago.

The first part of Mr. Reasoner's trip will be from Oneco to New Orleans. At that place he will stop over for a day or so, as guest of the city park commission, which is one of the big customers of the Royal Palm Nurseries. Paul Horn, superintendent of parks in New Orleans, was formerly connected with the Royal Palm Nurseries, going from that institution to his position in the Crescent City.

From New Orleans Mr. Reasoner will go to Houston, where he will be guest of prominent horticulturists of that city and section. From Houston he will go by train to Southern California, visiting San Diego, Los Angeles and other towns, and the various nurseries in that section. And from there he goes to San Francisco, where he will be joined by Guy A. Bryant, of Princeton, Ill., a lifelong friend. Mr. Bryant is owner of one of the largest nurseries in the West. They will journey together to the islands of the Pacific, and to Australia and New Zealand.

On the way across the ocean a stop will be made at Honolulu. There Mr. Reasoner and Mr. Bryant will be met at the steamer's dock by the director of the experiment station conducted by the Hawaiian Sugar Planters' Association, and will be shown over the plantation, also that conducted by the United States Government. He has an engagement in Hawaii to identify a number of plants which the horticulturists there have failed to classify positively.

At Guam he will make a brief stop. He has an appointment with the governor of the island and will be shown over Guam.

Sydney, Australia, will be the next stop. In Australia Mr. Reasoner will investigate the citrus industry of that country, and its other fruits and the problems that are presented to the horticulturists. The itinerary of Mr. Reasoner and Mr. Bryant, in Australia, will be determined after their arrival at Sydney. After their visit in Australia they will go on to New Zealand for a stay.

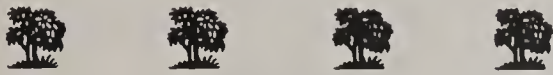
S. F. Stoughton, traveling representative of the C. R. Burr & Company, of Manchester, Conn., recently spent a week in Dansville, N. Y. He reports a big demand among growers for French seedlings for spring planting. Mr. Stoughton booked a number of large seedling orders.

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.
SUGAR MAPLE, 5 to 7 feet, once transplanted, for
lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and
Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

April, 1923.

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum
Cherry and Quince
Small Fruits
Ornamental Trees Shrubs
Evergreens
Paeonies Perennials
Roses

W. & T. SMITH COMPANY
Geneva, N. Y.

77 Years

1000 Acres

Write for special prices



NURSERY SPADES

EXTRA LONG STRAPS

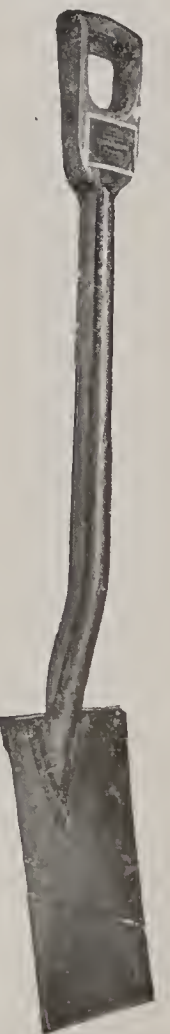
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REINFORCED AT
BEND OF HANDLE

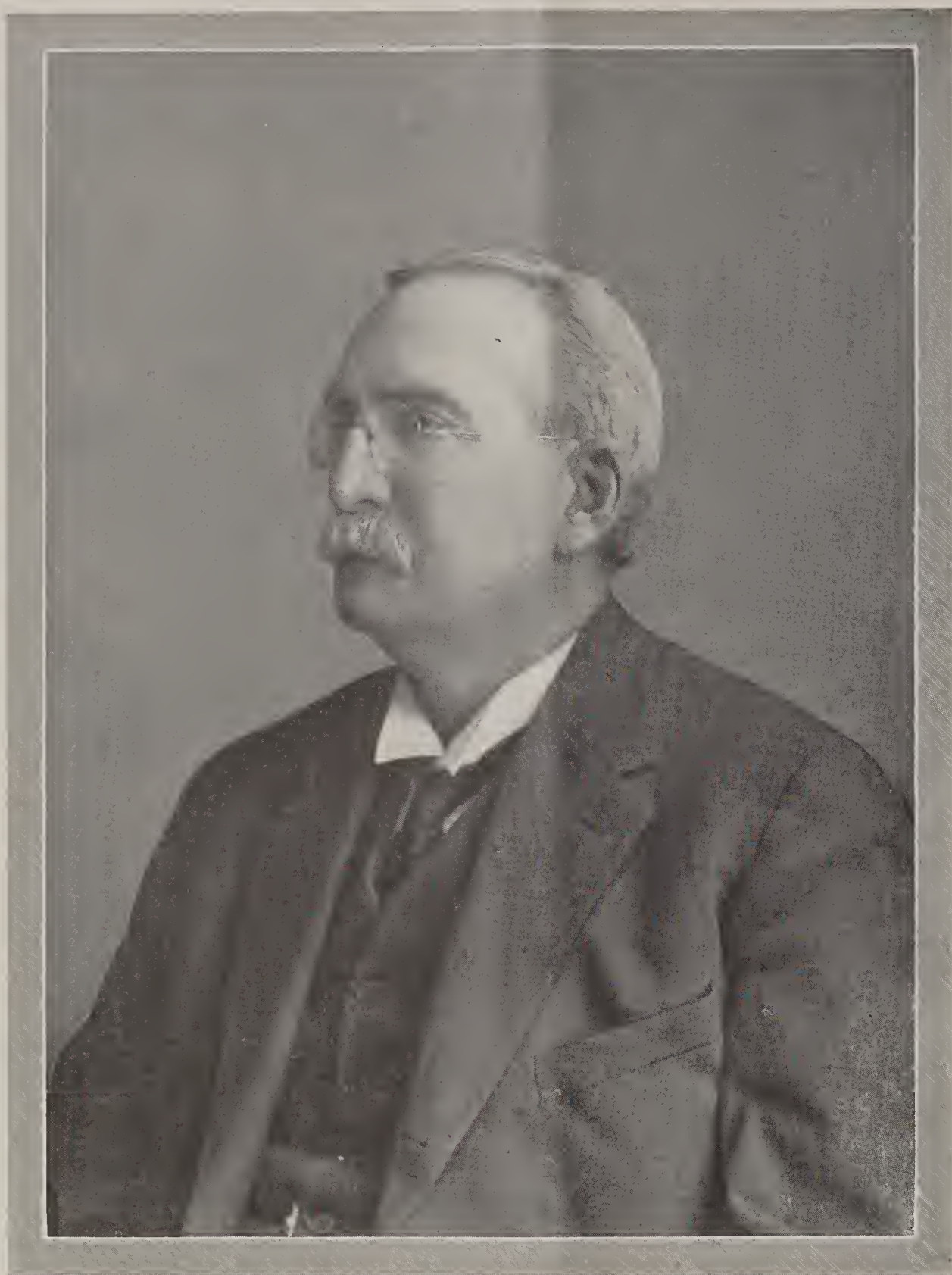
also where

STRAP IS WELDED
TO BLADE

*Made in Either Square
or Round Point*



T. ROWLAND'S SONS, INC.
Cheltenham -:- Penna.



The Late J. T. Lovett

When the late J. T. Lovett, Little Silver, N. J., passed away, he left behind him an impress on the nursery trade that deserves more than passing notice.

The rush and progress of the present day business scarcely permits a halt to give a thought to those pioneers, who from small beginnings helped so much to develop the nursery trade of the country.

The following penned by Mr. Lovett some time before his death while in a reminiscent mood proves how his chosen profession was truly a labor of love, culminating in the famous nurseries he founded:

My memory drifts back to the sixties, and O, how sweet those reveries are! They come to me as perfume of the Lily of the Valley and of Violets, borne from an unseen world upon a cool, gentle, summer's breeze. Again I am a boy, standing among the flowers I loved so well—as free from worry and care as the birds that sang in the shrubbery or the Bunnies that playfully gamboled about my primitive garden. How distinctly I remember the catalogs of B. K. Bliss, Brigg Bros., James Vick and

others—just how they looked, the illustrations, the very kind of type used in printing them—books that I studied with more intense interest and keener pleasure than any works of fiction which I have ever had the good fortune to read. Entirely without experience and with no guide save the catalogs referred to, I marvel at the success that attended my first attempts at floriculture; for everything lived and grew well; even Verbenas from seed, which frequently fail in this enlightened day with many a professional florist, assisted by every modern facility. From the instructions in Vick's Floral Guide, as the great Vick styled his catalog, I constructed a hot-bed and planted the seeds at the time and in the manner therein told. I remember too, how my boy friends poked fun at me for spending my pin money for flower seeds, and how they laughed still louder when I sent a dollar and a half from my home in Pennsylvania to B. K. Bliss way up at Springfield, Mass., for a peck of new potato; and how I realized the following spring, more than eighty dollars from the product. It was my first commercial venture in gardening and proved again the adage, "He who laughs last laughs best." These delightful memories of my early experiences come over me like a flood but I must put them aside. Before doing so, I beg leave to refer again to the catalog of the king of

520 Acres Hardy Productive True-to-name
STRAWBERRY PLANTS

**GROWN AND
PACKED
BY FOLKS
WHO KNOW
HOW**



Practically all our plants are grown on new light soil. The roots are long and bright. Just the kind that will please both you and your customers. Season — Nov. 1st to May 15th.

Write for our latest bulletin. We can save you some money on your orders.

Our Specialty
PREMIER-HOWARD 17
More than 200 Acres
the Above

E. W. TOWNSEND & SONS
WHOLESALE NURSERY
SALISBURY : MARYLAND

Catalogue on Request Fully Describing Our New and Standard Varieties

EVERGREENS

Seedlings—Transplants

Millions of Them

Arbor Vitae—American	Irish Juniper
Arbor Vitae—Compacta	Jack Pine
Arbor Vitae—Douglas Golden	Norway Spruce
Arbor Vitae—Globosa	Pinus Flexilis
Arbor Vitae—Hoveys Golden	Pinus Ponderosa
Arbor Vitae—Siberian	Pitch Pine
Arbor Vitae—Orientalis	Pinus Densiflora
Austrian Pine	Red Cedar
Balsam Fir	Red Spruce
Black Hills Spruce	Retinispora (2 varieties)
Colorado Blue Spruce	Swedish Juniper
Douglas Spruce	Scotch Pine
Engelmans Spruce	White Pine
	White Spruce

A Fine Stock of Large-Size Shade Trees

Elm	Linden	Hackberry
Ash	Soft Maple	Pin Oak
Burr Oak		Red Oak

Especially Attractive Prices on Large Orders

Also a Complete Line of Fruit, Ornamental Stock and Lining Out Stock of Shrubs

SHERMAN NURSERY CO.

Charles City, Iowa

EVERYTHING IN SEEDS, BULBS AND PLANTS AND ROOTED CUTTINGS

ROMAN J. IRWIN, Inc.

43 W. 18th Street
New York City

FRANKLIN DAVIS NURSERIES, Inc.

404 W. Baltimore Street, BALTIMORE, MD.

OFFER FOR SPRING, 1923

APPLES, 1 AND 2 YR. BUDS	
PLUMS, 2 YR.	PEACH, 1 YR.
ASPARAGUS, 2 YR.	RHUBARB
GRAPES, 1, 2, AND 3 YR.	

CALIFORNIA PRIVET

SHADE AND ORNAMENTAL TREES in assortment
BARBERRY THUN. FLOWERING SHRUBS.

EVERGREENS

Extra fine lot of Norway Spruce, 5-6 ft.
Special prices on large lots.

WRITE FOR PRICES

L. R. TAYLOR & SONS

TOPEKA - - - KANSAS

We Offer for Spring, 1923:

Apple Trees (1 and 2-year)

Peach Trees

Cherry Trees

Plum Trees

Apple Seedlings

Apple Grafts

White Elm Trees, all sizes

American Seedmen and catalog publishers, the beloved and lamented James Vick, whom in later years I learned to be so good, so generous and so truly a gentleman. His catalog or guide was filled from cover to cover with inspiration for the lover of gardening.

The house in which I was born was built by Robert Scott in 1912, at Scott's Landing, Penn's Manor, Pa., on a farm of some 250 acres, known as "Ash Mead."

My father died when I was ten years old, and at the age of sixteen I assumed the management of Ash Mead Farm. Oh! how times have changed since then! The farm was devoted to growing farm crops and dairy products. I remember so well that everyone, including all the "men folks" at least, was obliged to be downstairs at 5 o'clock every day in the year. When not in school, it was my "painful duty" to take the milk to the train (we shipped it to Philadelphia) each day, and in winter it was still dark when I went those two lonely miles and back before breakfast. To say it was "Bitter cold" some mornings does not half express it. I am sure I never before or since felt the cold so severely; in very truth, it makes me shiver yet when I think of it.

Strange as it may seem, "our folks," in common with our neighbors, gave a little thought or attention to a garden, though our family was large, and nearly all the "hired help"—a considerable force of men and boys and several hired girls—was given board upon the farm. Hence I was regarded as being, in a measure, wrong in my head, when in addition to growing vegetables in large variety and perfection, I planted berries and flowers also. I recall very clearly my first planting of the small fruits. I bought the plants of Mahlon Moon, Morrisville, Pa., and in the lot were the Wilson and Kittatiny Blackberries, the Nicanor, Agriculturist and Jucunda Strawberries—all novelties at that time. In addition, Joseph L. Lovett of Emilie gave me a quantity of the Philadelphia Raspberry from the old Lovett homestead. Everything succeeded admirably and my neighbors were forced to admit, though I was so foolish as to "bother with" flowers, that my berries were "splendid" and really wonderful. Catalogs were my only teachers and from them I acquired sufficient information to enable me to become a skillful grafter. (Too bad I did not become a politician or a public official.)

During these years I felt compelled by duty to devote at least twelve hours each day to the affairs of the farm and would seldom permit myself to give any time to my garden except in the evening, after the "men folks" had left the fields. This, however, was my recreation, and pure, sweet, delicious recreation it was indeed. All these years, while engaged upon the farm or driving upon the road, it was my constant wish and hope that I might engage in the nursery business. Learning that A. Hance & Son, proprietors of the Rumson Nurseries, Red Bank, N. J., were in need of an office assistant, I applied for the position. A reply soon came to the effect that they had been unfortunate with young men, they had decided in future to employ only elderly ones in their office. I was then 19, and with this encouragement I at once started off alone, reaching my destination at 12 o'clock at night, January 10, 1872, in a snow storm. I remained with these good people for six years; in fact, I have been in the same neighborhood ever since that Memorable January 10th, save for a part of one year when I was associated with the lamented Rev. E. P. Roe, the author, at Cornwall-on-the-Hudson. In the autumn of 1878 I sent out the first catalog of the Monmouth Nursery, and in 1888 I purchased the Rumson Nurseries which first tutored me for my life work, and merged them with the nursery I had established.

J. T. L.

Mr. Lovett catered especially to the catalogue trade transmitting his interest and intense love of plants to everyone he could reach.

Growing a general line of ornamentals he specialized upon herbaceous plants for which his nurseries were famous.

To him belongs the credit of introducing many new and little known plants to the buying public among them phlox, paeonies, Japanese iris, cannas and dahlias.

He remained faithful to his early love, small fruits, strawberries, currants, gooseberries, raspberries, black-

berries and grapes, always in the forefront with the new kinds.

The general use of the California Privet for hedges was mainly due to Mr. Lovett, who first recognized its value for this purpose.

The inspiration, he mentioned which he received from B. K. Bliss, Briggs Bros., James Vick and those nurserymen of a former generation has been faithfully passed along.

What finer tribute can be given, when it can be truthfully said, "The world is richer and better for his having lived."

EXTENSION OF THE WHITE PINE BLISTER RUST QUARANTINE

The quarantine preventing the shipment of five leaf pines, currants, gooseberries, etc., has been extended to cover the entire State of Washington.

BOOK REVIEW

PEARS OF NEW YORK

NEW YORK STATE

Dr. U. P. Hedrick, Horticulturist of the New York Agricultural Station, Geneva, N. Y., and associates G. H. Howe, O. M. Taylor, E. H. Francis and H. B. Tukey:—has completed his sixth volume of a series of monographs of our leading tree-fruits which have been published by the New York Experiment Station.

This volume, Pears of New York, is truly a magnificent work and shows painstaking care by a master, in its preparation.

The only adverse criticism one could make is in the limitation of the title, indicating a political boundary to such a complete treatise on the Pear. The list of varieties is so complete and the treatment so thorough, dealing as it does with the History of the Pear, Species, Pear Culture, Leading and minor varieties, Bibliography, etc., that the work has national if not universal application.

The eighty, full page, four color plates are works of art and identifies the leading varieties beyond cavil. Their merits and defects being set forth with candor. In addition, brief descriptions are given of 2,838 varieties of minor importance.

A perusal of the book has a tendency to make one an enthusiast on the subject of pears and to regret pears do not rank higher in the United States. To quote the author, "The pear competes with the apple in importance in Europe where blight is unknown. In America it is a poor fourth to the apple, peach, and plum, and takes fourth place instead of second because of ravages of blight. About the most important discovery to be made in pomology is a race of blight resistant pears. Failing in this, if the pear industry is to grow, or even continue in its present magnitude, blight-resistant stocks must be found."

PROMPT SHIPMENT

and SPECIAL PRICES

SEND US YOUR WANT LIST

ROSES

BABY RAMBLERS

Conrad F. Meyer Tausendshoen, No. 1
CLIMBING ROSES, 2 yr., No. 2, and many H. P.'s and
H. T.'s

SHRUBS

ALTHAEA, White, 3-4 ft. and 2-3 ft.
CLETHRA alnifolia, 2-3 ft., 18-24 in. and 12-18 in.
DEUTZIA candidissima, 3-4 ft.
HONEYSUCKLE, rosea, 3-4 ft. and 2-3 ft.
HONEYSUCKLE, Hall's Japan.
HYPERICUM, and many other varieties of shrubs.

ORNAMENTAL TREES

LOMBARDY POPLARS, 10-12 ft., 8-10 ft. and 6-8 ft.
CAROLINA POPLAR, 10-12 ft., 8-10 ft., 6-8 ft. and 4-6 ft.

FRUIT TREES

APPLES

Stayman's Winesap, 11/16-in., 5/8-in., and 1/2-in.
Gano, 11/16-in. York Imperial, 11/16-in.

PEACH

9/16-in. and 7/16-in.
Belle of Georgia Carmen Champion

PEAR

Keiffer, Standard, 11/16-in., 5/8-in., and 1/2-in.
Duchess, Dwarf, 5/8-in. and 1/2-in.

PLUM

German Prune Shrop. Damson

CALIFORNIA PRIVET, All Sizes and Grades, *Priced Right*
also BARBERRY THUNBERGII SEEDLINGS

We Are Offering Scarce Items, like

BALDWIN AND DELICIOUS APPLE

ELBERTA PEACH BARTLETT STANDARD PEAR
BARBERRY THUNBERGII

HYDRANGEA p. g., Bush Form, 3-4 ft., 2-3 ft., 18-24 in.

HYDRANGEA p. g., Tree Form, 3-4 ft.

ALTHAEAS and SNOWBALL TOMENTOSUM.

SPIRAEA Anthony Waterer.

SPIRAEA Thunbergii and PHILADELPHUS aurea.

LARGE FLOWERING CLEMATIS

and many other scarce items

Imported French Fruit Stocks

APPLE, 1 yr., transplanted, 7-12 m.m.
APPLE, 1 yr., transplanted, 5-6 m.m.
APPLE, 1 yr., transplanted, 3-5 m.m. (best for grafting).

MAHALEB, 1 yr., 3-5 m.m.

HOLLAND MANETTI, 5-9 m.m., fine stock

KANSAS APPLE SEEDLINGS, 3/16-in. and up, straight
roots. Priced to sell quick.

ASK FOR OUR WHOLESALE PRICE LIST { Our mailing list is not complete. Get on it. Every bulletin
that goes out contains many items that mean money to you

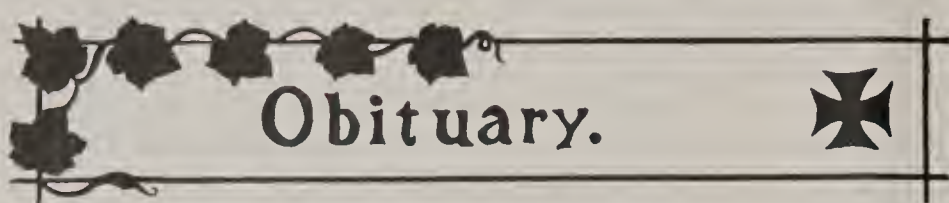
C. R. BURR & COMPANY

GENERAL NURSEYMEN

MANCHESTER, CONNECTICUT

Write us on your letterhead or enclose business card so we may know you are entitled to wholesale prices

When writing to Advertisers please mention the National Nurseryman.



Obituary.

MRS. C. A. SIMPSON

The many nurseryman friends of C. A. Simpson, of the Simpson Nursery Company, Monticello, Florida, will be sorry to hear of the death of his wife. Mrs. Simpson died on March 16.

J. FRED FERBER

Mr. J. Fred Ferber, of Rochester, New York, died at his home at the age of sixty years. Mr. Ferber was a nurseryman formerly in the employ of Chase Brothers Company, but retired from active business several years ago.

JAMES F. BRYANT

March 6th, James F. Bryant died at his home, Danville, N. Y., at the age of seventy-one years. Mr. Bryant was associated with his brother, W. C. Bryant, forming the firm of Bryant Bros., for the past fifty years.

HECTOR F. HILLENMEYER

Mr. Hector F. Hillenmeyer, of the firm of H. F. Hillenmeyer and Sons, Lexington, Kentucky, died at his home, Monday, March 5th, at the age of seventy-four years.

Mr. Hillenmeyer was born in Fayette county, Kentucky, August 28th, 1849, his father and mother coming from Eastern France and settling in that part of the country in 1840, buying a tract of land, the land upon which the nurseries were situated forming part of the original purchase.

Mr. Hillenmeyer comes from a family of Nurserymen, his father being apprenticed to the business, as a young man, in France.

He acquired an education in the public schools, later attending St. Mary's College, Marion county, Kentucky. He spent several years in France, the home of his ancestry and travelled widely elsewhere.

His love of nature and horticulture led him to engage in the nursery business and he established the present firm of H. F. Hillenmeyer and Sons. He became a close student of meteorology and kindred subjects and wrote extensively, weather condition, soils, crops and topics connected with out-door life.

Mr. Hillenmeyer was highly esteemed in the community in which he has lived. He was a director of the First City National Bank, Central Kentucky Natural Gas Company and the Lexington Water Company and is survived by his widow and six children.

While his nursery interests were never large, measured in present day standards, still within the state's borders there were very few men better known and respected. His was a rather trying nursery period, pioneering from 1873 to his retirement from active service twelve years ago. He often spoke of his earlier days, the practices in vogue then, the difference of methods of growing stock, and the varying requirements of his clientele.

Perhaps Mr. Hillenmeyer's forte, in his later years at least, was his weather observations. Since boyhood he kept a rather complete record of all precipitation, maximum and minimum temperatures and any meteorological phenomena occurring during the year. His work antedated the present weather bureau service many years, and his records for forty odd years prior to the establishment of the local Government observatory have been taken as authentic. His was a wonderfully retentive mind, recalling immediately without reference to his records numerous weather freaks or unusual occurrences and invariably he was correct. His fruit and crop estimates were always very accurate and were respected as such. In all things an optimist—and after a killing frost or spring freeze when all others were predicting dire ruin, his opinion always had a cheering ring—and usually right.

His writings—in the main just short weekly "Crop Philosophy" contributions in the local papers, attracted unusual attention. The ordinary and extraordinary came within the scope of his pen, and many explanations and enlightenments of lay readers on agricultural topics delighted a host of his followers when he was able to contribute to the local papers.

He occupied an unusual position for not alone was he solicited for information on agricultural and weather topics, but his great fund of information brought him scores of inquiries on divers subjects. He was always a student, as well as observer and his writings though short, reflected his characteristics and capabilities. There were very few subjects indeed that he could not discuss in any company.

As a business man he was successful and held many positions of responsibility, honor and trust. His accurate and keen judgment was everywhere respected. He was always retiring in demeanor, never sought to advance his personal interest at the expense of the public. He led a decidedly simple and retired life with and near his family. His counsel was sought by all classes and all done without thought of recompense. He seemed to leave a lasting impression on those that talked with him and after his retirement innumerable visitors to the nurseries, invariably inquired for him. He always had something pleasant to say and possessing a subtle humor he made friends by the score.

Perhaps the esteem in which he was held was best reflected in the numerous tributes, telegrams, letters received from all sources and hundreds of automobiles loaded with friends called to pay their last respects. At his funeral all walks of life were represented in the assemblage that gathered in veneration of one who had served them cheerfully, gratuitously and to the end.

The Association of Kew Gardeners in America expect to hold their annual meeting and dinner at the Hotel Brunswick, Boston, Mass., Saturday, April 7, 1923 at 6.30 p. m.

The president of the Kew Guild, Mr. E. H. Wilson, is expected to give a talk on his recent travels.

SURPLUS TREES IN STORAGE*Can Be Shipped Any Time*

WRITE FOR PRICES

PEACH TREES

	9/16	7-9/16	5-7/16	2-3'
Belle of Georgia	3000	2500	2000	2000
Carman	1500	2000	1000	500
Champion	3000	1500	1000	500
Crawford Early,	400	300	200	100
Crawford Late	250	250		100
Crosbey	200	100		
Foster	200	250	100	100
Fox Seedling	1000	500	500	200
Greensboro	2000	1500	2000	1000
Hieley	500	1000	600	400
Iron Mountain	400	500	200	300
Mountain Rose	800	400	400	100
Old Mixon Free	800	300	350	100
Ray	400	200	100	150
Salway	500	400		

Also a few Elberta in assortment, strictly first-class.

APPLE TREES, 2 Yr. 11-16 and up

500 Delicious	500 Stayman W. S.
200 Duchess of Oldenburg	400 Wealthy
500 Early Harvest	800 Winesap
100 Gravenstein	300 Williams Early
600 Jonathan	100 Winter Banana
500 McIntosh	800 Yellow Transparent
300 N. W. Greening	400 Hyslop
500 Red Astrachan	600 Transcendant

McIntosh in Assortment Only

THE BARNES BROS. NURSERY CO.
YALESVILLE, CONN.

PEAR-BLIGHT IS NO MORE INJURIOUS IF YOU USE OUR USSURIENSIS PEAR STOCK

Why not pay a trifle more and get our BLIGHT-RESISTANT pear seed and you are bound to satisfy your customers.

It is the first time this Ussuriensis Pear Seed is offered in quantity and at a reasonable figure.

Write for samples and if satisfied send in your order. Money returned if not satisfactory or not true to name.

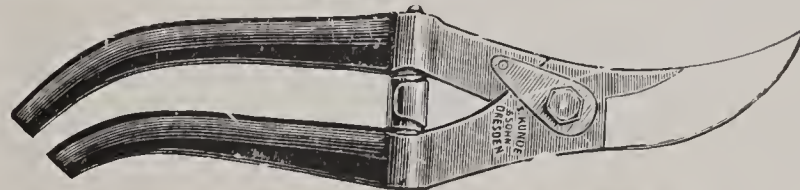
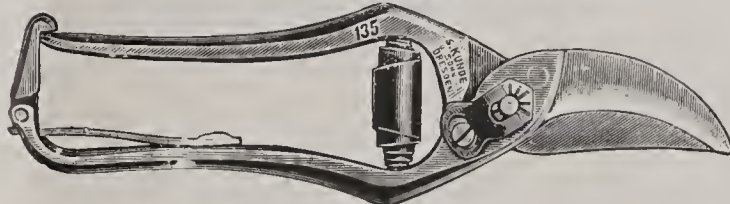
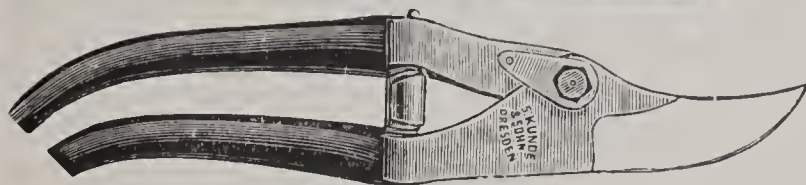
We guarantee germination. Do remember that you can increase your business if you satisfy your customers and you can satisfy them by using our BLIGHT-RESISTANT PEAR SEED.

Write today as we can furnish you from our Chicago stocks.

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THE KUNDE NORMAL DOUBLE CUT PRUNING SHEARS
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THOROUGHLY MATURED SEEDLINGS

Consider these Points Carefully

Washington Nursery Seedlings are clean, healthy and hardy.

Grown on new ground, never before in nursery stock.

Moisture under control. No fall rains to induce late growth.

Crisp fall weather ripens them fully and naturally.

Dug and graded under the best of conditions. Quality, grade, and pack guaranteed.



**WASHINGTON
 NURSERY CO.**

TOPPENISH, WASHINGTON

(In the Famous Yakima Valley)

HECTOR F. HILLENMEYER

Lexington Leader Editorial

It was with feelings of deep sorrow that The Leader yesterday recorded the death of Hector F. Hillenmeyer, one of the best beloved and most widely known residents of Fayette county, a man whose fame in his chosen field had spread to the utmost limits of the land.

Wherever in America men are enthusiastically devoted to the nurseryman's profession, the name of H. F. Hillenmeyer was a familiar one, trusted and honored for his profound knowledge of everything which pertains to bud, leaf and vine. They respected him not alone because of his remarkable store of information relating to these subjects, but on account of his worth as a man, resolute, reliable and dependable in all life's obligations and duties.

Mr. Hillenmeyer was a pomologist and a nature lover and student of extraordinary gifts and attainments. His knowledge of nature's secrets, acquired from long years of fond and diligent study of everything, animate and inanimate, which is to be seen and heard in "God's great out-of-doors," was most broad and intimate and made him a companion and a teacher at whose feet one could sit with much profit and limitless pleasure. Most fitly could one apply to his life the words of the great poet, "To him who, in the love of Nature, communes with her visible forms, she speaks a wondrous language."

As a citizen, a neighbor, a patriot, a husband and father, there was nothing lacking in the heart and mind of Mr. Hillenmeyer. Conforming always to the strict letter of law and custom in all of life's duties, he had small patience with others who failed to meet faithfully the essential demands, but he was ever ready to cover with the mantle of charity those human frailties which prevented some from fulfilling exactly the demands of society and of the law. Within the limits of human affairs and knowledge, there was little which did not come within the scope of his mental activities—few subjects which he could not discuss intelligently in any company. This was abundantly manifested in the articles which he contributed from time to time in these columns and which were greatly appreciated by this newspaper and its readers.

For Mr. Hillenmeyer the writer, thru many years of acquaintanceship, had formed a tender affection. There was never an interview, however brief, which was not marked by brightness and good cheer, keen flashes of wit or subtle humor and bits of wisdom from his richly stored mind, all enlivened by a degree of warmth and brilliancy of imagination with which few men are endowed.

Sleep on, old friend, and may the birds and the flowers, the beauties of the sunset and the glories of the morn, and finally the spirit of that Creator in whom you trusted, be your constant and ever-sympathetic companions thruout eternity.



Question and Answer Column

March 15, 1923.

Editor, National Nurseryman,
Hatboro, Pa.

Dear Sir:

Recently while visiting a small town in Maryland, I went into what is popularly known as a ten cent store. In it was a counter devoted to plants such as roses, Boston ivy, iris, clematis, flowering shrubs, 12 to 18-inch sizes; peach trees and other plants.

As these plants were being sold at ten cents each, presumably at a profit, they must have been supplied by a nursery at a less price than that and lower than trade prices.

Is there no way to stop this kind of business, which demoralizes prices and give the people a false idea of the value of nursery products.

Should be glad if you would bring the subject up in the columns of your valuable paper.

Very truly yours,

C. H.

The practice of selling nursery stock in the spring by department and other stores is becoming very general. Much has been said against the practice at nurserymen's conventions and through the columns of the trade papers. Many nurserymen are of the opinion that stores are not the proper distributors of nursery stock, due mainly to the fact that they do not know how to handle the plants when out of the ground, with the result that plants become dry and worthless before they are sold.

Perhaps the main objection by nurserymen is due to the fact that plants handled by these stores are sold very often at a lower price than even trade rates and the buying public becomes accustomed to paying prices for which good nursery stock can not be purchased.

There does not appear, however, to be any method by which the practice can be stopped as it is legitimate merchandising, and if the customers are willing to take the chance on poor, small and dried out, shrivelled plants, because they are cheap, there is no law to prevent them.

To forbid the growers to supply with stores also seems out of the question, because if one will not supply another will and there is always a lot of small grade plants, culls, and poor stock that the grower is willing to dispose of at any price rather than have it a complete loss.

The remedy seems to lie rather with the nursery trade itself.

By devising ways and means, by which the shopper in the city can readily purchase dependable stock in a good condition at a fair price. The trade as a whole has not attempted to do this, except in a very desultory manner depending rather on the nursery agent with pictures or catalog. There is much to be said in favor of placing the goods where the customer can see them, buy them and carry them away, especially in cities where nurseries are not convenient and where there are so many potential purchasers for a few plants to set out in the small suburban gardens. Such people readily buy a fruit tree, few rose bushes or other plants, from a store, that would not

BERBERRY THUNBERGII SEEDLINGS

(Largest Growers in the World of)

QUALITY STOCK AT QUALITY PRICES

Ampelopsis Veitchii Seedlings Ampelopsis Englemannii Seedlings

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GENERAL LINE OF FRUIT AND ORNAMENTALS

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Growers of Grape Vines and Small Fruit Plants
 For Garden and Vineyard Planting

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GROWERS OF HIGH-GRADE NURSERY STOCK

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

Decherd, Tennessee

FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.

SMALL FRUIT—Raspberry, Blackberry and Currants.

FINE LOT OF GRAPES—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.

SILVER MAPLE—Sizes 1 to 4 in.

NORWAY MAPLE—Sizes 1 1/4 to 4 in.

CUT LEAF BIRCH, EUROPEAN SYCAMORE

Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

H. J. CHAMPION & SON

PERRY, OHIO

DO NOT FORGET!!!

RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

THOMAS B. MEEHAN CO., Dresher, Penna.

When writing to Advertisers please mention the National Nurseryman.

Established 1878

OREGON GROWN SYCAMORE MAPLE

(Pseudo Platanus)

12,000 1 yr.	3 to 3 1/2 feet
15,000 1 yr.	2 to 3 feet
12,000 1 yr.	18 to 24 inches
10,000 1 yr.	12 to 18 inches

Beautiful, clean, straight stock for lining out. Ready for shipment after December 1st, 1922.

*Will Be Pleased to Quote You Our Prices
 They Are Right*

MILTON NURSERY COMPANY

A. Miller & Sons, Inc.

MILTON, OREGON



BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.
American Landscape School 54-G, Newark, New York

Established 1866

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— Growers of —

Trees, Evergreens, Shrubs, Perennials, etc.

Lining Out Stock

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE No. 1.

dream of ordering from a catalog or even buy from a nursery agent.

After all there are potential possibilities for the nurseryman in the stores handling their goods. If ways could be found by which good quality stock could be sold at fair prices.

There is another phase of the subject, which is worth consideration, and that is the person who would buy nursery stock from a department or other store is not one who would likely buy from any other source and once started with even poor stock it is likely to begin an interest in growing and buying of the nurseryman's products, from which the grower will ultimately benefit.

There have been many thoughtful men who have taken the stand that it is even profitable for the nurseryman to give his surplus away rather than destroy it, contending that when a person once becomes interested and gets the planting habit they are potential customers. It is a well known fact that in localities where nurseries are located and where well planted gardens are very numerous there is always a greater demand for the nurseryman's product, than in other localities where little or no interest has ever been taken in fixing up home surroundings, so that after all the cheap plants in the ten cent stores may not be an unmixed evil.

BLIGHT RESISTANCE IN PEAR STOCKS

By A. C. McCORMICK, HUSUM, WASHINGTON

Considerable interest is being shown in the propagation of blight resistant pear stocks by nurserymen on the Pacific Coast and in the Middle West.

There is little published information on this subject which is available to nurserymen. Therefore, no doubt, a brief history of the development of these stocks will be of interest to propagators of fruit tree seedlings. Realizing the importance of pear culture in Oregon, the Oregon Experiment Station established a branch station at Talent in 1911, known as the Southern Oregon Experiment Station. The purpose of this station is fundamentally to investigate and discover remedies to combat and eradicate pear blight in the pear orchards.

There were several fortunate coincidences with respect to the establishment of this experiment station. Chief among them was the appointment of Prof. F. C. Reimer as director of this station, and the fact that it was located in the heart of the pear growing industry of Oregon, in the Rogue River Valley. Blight had by this time become firmly established in this pear district and had wrought considerable damage, even threatening the industry. Pear growers were greatly alarmed lest they should lose their orchards, having known that this fate had befallen many growers in California a few years previous.

After his appointment Prof. Reimer immediately set about collecting all known species of *Pyrus* from many parts of the world, and brought together a vast collection of pear varieties. The ultimate object of the research was to test these for their relative susceptibility and resistance to the blight organism.

This work progressed slowly at first because in many cases the various species of *Pyrus* had to be multiplied from a single scion stick, the supply being so limited. It was not until 1916 that the testing of these varieties and species was commenced on a large scale. Most of the work was conducted in the nursery rows where the plants were growing in a most vigorous and succulent manner. Pure cultures of the blight organism were used to make inoculations.

This work immediately revealed the fact that the French pear seedling stock was extremely susceptible to blight, and that the Japan pear was considerably less susceptible but the degree of resistance was far below immunity. Many other species were tested and among them two of Chinese origin showed great promise. These were *P. calleryana* and *P. ussuriensis*.

Prof. Reimer's collection of these species at this time was very limited as he had only a few types of each species and only the wild type of *P. ussuriensis*.

In 1917 Prof. Reimer determined to make a trip of exploration to China and by the aid of the State and Federal Governments (and considerable expense to himself) funds were provided for this trip. He made extensive explorations in Japan, Manchuria, Korea, central and northern China and from every quarter collected scions and seeds from both the wild and cultivated pears. With this most valuable collection of material, returned from the Orient and proceeded to inoculate these new plants which he had obtained in China with the pear blight organism. Results from this work substantiated his former data on the resistance of these species.

While the wild form of *P. ussuriensis* is almost immune to pear blight and while it attains great size and is extremely hardy, yet it is unsuitable as a stock because our commercial varieties do not make a perfect union with it. This wild form starts growing very early in the spring and by early summer the new wood growth has matured. *P. ussuriensis* is indigenous to northern China and Siberia, where the winters are very rigorous, and hence is a very hardy species. Plants obtained from the seeds and scions of the cultivated varieties of *P. ussuriensis* exhibited great resistance to pear blight. Stocks grown from seeds of these cultivated *P. ussuriensis* make perfect unions with our commercial pears (*P. communis*).

To obtain these seeds, seed-collectors must first buy the fruit from the Chinese pear growers and extract the seed. This fact alone shows that the seed will cost considerably more than Japan pear seed (*P. serotina*) for instance. Cheap seed of *P. ussuriensis*, therefore, must mean that it is not of the most desirable type of this species.

Pyrus calleryana, the other blight resistant species, is found over a wide area in eastern Asia and is particularly abundant in central China. The types of this species appear to be regional, that is, the type in the far north is dwarf or shrub like, the central type fully deciduous, while the southern types are almost evergreen. In its native country *P. calleryana* grows under a wide diversity of soil conditions as well as that of climate. It occurs in central China from a few feet above sea level to that of 5000 feet elevation. It is found growing along streams and again on dry hill sides.

The graft union of *P. calleryana* with our cultivated varieties of pears is entirely satisfactory, and, due to the abundance of this species in its native land, the matter of seed collection is relatively more simple than that of *P. ussuriensis*. But here again growers must be cautious to obtain their seed from the most reliable sources. There are two chief reasons for this, first, the seed may be impure, and second, it may be of the southern type. This is not necessarily due to intentional dishonesty on the part of seed collectors, but rather through lack of familiarity with the species and its habits.

Impure seed is the result of the confusion of *P. calleryana* and *P. betulaefolia*, the latter being very similar to *P. calleryana* and extremely susceptible to pear blight. *P. betulaefolia* is one of the most susceptible of all pear species to this dreaded disease. These two species grow together in the forests of China, and the seed collector if he is not most familiar with these two species is liable to confuse them and collect seed from both, not aware of the fact that they are two distinct species. The southern type is to be avoided because of its tendency to remain over winter as an evergreen in America.

P. calleryana and *P. ussuriensis* are being grown on the Pacific coast under the term of Chinese stocks as distinguished from the Japan seedling.

There are certain factors in growing Chinese stocks which will offset the greater cost of seed per pound. The chief advantage is that the percentage of germination is much higher. It is a well known fact that Japan pear seed must be handled with extreme care in respect to moisture in order to insure proper germination. The danger of rotting is considerably less with the Chinese seeds. Ordinarily *P. ussuriensis* will germinate about two weeks earlier than the Japan pear seed. The seed of *P. calleryana* is so small that a pound of this species will contain approximately three times as many seeds as either *P. ussur-*

BUXUS KORAIENSIS

A Novelty Buxwood Which Is Hardy and Shapely

We are highly pleased to offer this novelty Buxwood seed for the first time. They are unsurpassed as dwarf boxwood either for hedges or borders, as well as for show windows when planted in the pot or tub.

They are invaluable on account of their hardiness as they grow outdoors uninjured at 6 below zero Fahrenheit, and should do well in the most trying climate.

They look somewhat like Buxus Suffruticosa or common border Buxwood as are so commonly found anywhere, but they grow up to 2 to 3 ft. high and that much across, making perfect bush which is valuable for tubs.

We have limited quantities of this novelty seed and your early order is highly appreciated.

SPECIAL PRICES FOR SPRING TRIALS

Pound lots, at\$4.75 per pound
Ten pound lots, at4.50 per pound

We Supply You From Our Chicago Branch

T. SAKATA & COMPANY YOKOHAMA, JAPAN

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BRANCH—20 EAST JACKSON BLVD.
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GRAPES

1 year Worden 1 year Concord 2 year Catawba
1 year Magard 2 year Agawam 2 year Worden
2 year Van Lindley

CURRENTS

2 year No. 1 Wilders 2 & 1 yr. Fays Prolific
1 year Cherry
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GIRARD, PA.

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A		Fruit trees
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Surplus		Shrubs and Roses

Write for prices.



BOX BARBERRY

Is a new dwarf Barberry ideal for use as a very dwarf hedge or for edging walks. It quite supplants Boxwood edging where the winters are severe.

The foliage, small and thick, at first is light green, ripening to a deep, rich green and in due season taking on the yellow and orange and red hues of autumn.

It is not usually planted singly: It is strictly for hedging or edging and should be kept clipped close. And it is for formal effects. It gives to the formal garden a finished effect that is well illustrated in the view above.

Send for Complete List of Roses, Shrubs and Vines

THE CONARD & JONES CO.

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CHERRY

TWO YEAR

ONE YEAR

We are now booking orders for Fall 1923 and Spring 1924. Please let us have your list of wants.

W. C. REED & SON
VINCENNES : : INDIANA

YOUNG EVERGREENS

Taxus Cuspidata
Taxus Cuspidata Brevifolia
Taxus Canadensis
Juniperus Excelsa Stricta

Well Established Plants From 2½-inch Pots
Ready for Shipment April 1st

COTTAGE GARDENS CO., INC.
QUEENS, L. I., N. Y.

iensis or the Japan pear. Therefore, taking into consideration the number of seed per pound *P. calleryana* is much the cheapest.

Seedlings of *P. ussuriensis* have in some cases been planted directly in the orchards and there top-worked to the standard pear varieties. This procedure is, however, not to be generally recommended because we know the logical place to graft two distinct species is at the crown. We know, too, that to top-work seedlings requires a great amount of individual attention on account of the variation in habit of growth of seedling stock. Therefore, it has been found necessary to develop resistant varieties which form the trunks and main limbs of the disease re-

sistant trees. In this way the tops of the trees are standardized. Through inoculation experiments there were found two varieties of *P. communis* which were practically immune to blight, Old Home and Estella and two or three cultivated varieties of *P. ussuriensis* chief among which are Chieh Li and Hsiang Sui Li. These varieties when grafted on Chinese roots and top-worked to our standard commercial pear varieties give the pear grower a tree with the roots, trunk and main limbs immune to the ravages of pear blight. Practical pear growers estimate that these trees when top-worked will be 75 to 90 per cent proof against the disease. This means that the disease will be confined in the commercial variety, to the tops of the trees, where it may be readily discovered and eradicated.

Plan To Plant Another Tree

NURSERYMEN BENEFIT

Tree planting weeks are now on throughout the United States. Reports indicate activity in every state. Civic and agricultural clubs are working with the nurserymen "To make each community a better place in which to live."

Most encouraging reports come from almost every state and from Canada. The support of "Plan to Plant Another Tree" is liberal.

Suggestions and ideas for improvement are offered by leading nurserymen.

The appeal to us for suggestions and ideas on how to carry out tree planting week programs are increasing each day.

The press of the country as shown by clippings received indicate that this great army of editorial writers believe in "Plan to Plant Another Tree."

It is worth a whole lot of consideration for nurserymen to be linked together with civic and agricultural clubs and the Farm Bureau Federation in one big effort "To Make America the Garden of the World."

"PLAN TO PLANT ANOTHER TREE" FUND

Laketon Nurseries, G. N. Moyer, Laketon, Ind.	\$ 10.00
F. & F. Nurseries, Springfield, N. J.	25.00
Southern Nursery Co., Winchester, Tenn.	25.00
Munson Nurseries, Denison, Tex.	25.00
Princeton Nurseries, Princeton, N. J.	25.00
Oscar H. Will & Co., Bismarck, N. Dak.	25.00
Commercial Nursery Co., Decherd, Tenn.	25.00
Charles Giore Nurseries & Landscape, Highwood, Ill. ...	25.00
Haas' Home Nurseries, Terre Haute, Ind.	25.00
The John Siebenthaler Nurseries, Dayton, Ohio	25.00
The Red Line Co., Grover A. Hobart, Niles, Mich.	25.00
Westover Nursery Co., Clayton, Mo.	25.00
T. B. West & Sons, Perry, Ohio	25.00
The Barnes Bros. Nursery Co., Yalesville, Conn.	25.00
Bessemer Nursery, Sterling, Colo.	25.00
Bessemer Nursery, Sterling, Colo.	25.00
Des Moines Nursery Co., Des Moines, Ia.	25.00
Beaudry Nursery Co., Oak Lawn, Ill.	50.00
Hoopes Bros. & Thomas Co., West Chester, Pa.	100.00
C. V. Nurseries, Blackwell, Okla.	5.00
Gurney Seed & Nursery Co., Yankton, S. Dak.	5.00
American Assn. of Nurserymen	1000.00
A. Bryant & Son, Princeton, Ill.	100.00
Eschrich's Nursery, North Milwaukee, Wis.	25.00
Wm. A. Beaudry Organizations, Chicago, Ill.	100.00
Golf Nursery, Glenview, Ill.	25.00
Schroeders' Nursery, Morton Grove, Ill.	25.00
Swain Nelson & Sons' Co., Chicago, Ill.	250.00
Palmgren's Nurseries, Glen View, Ill.	25.00
Freeman's Nursery, 818 Noyes St., Evanston, Ill.	25.00
Shenandoah Nursery, Shenandoah, Ia.	100.00
Mt. Arbor Nurseries, Shenandoah, Ia.	150.00
Hopedale Nurseries, Hopedale, Ia.	25.00

Pontiac Nursery Co., Detroit, Mich.	15.00
Huntsville Nursery, Huntsville, Ala.	50.00
Manchester Nurseries, Manchester, Conn.	10.00
Condon Bros. Seedsmen, Rockford, Ill.	25.00
Onarga Nursery Co., Onarga, Ill.	100.00
Jackson & Perkins Co., Newark, N. Y.	100.00
North Shore Nursery, Libertyville, Ill.	25.00
American Nurseryman, Rochester, N. Y.	25.00
Golden Eagle Nursery Co., Golden Eagle, Ill.	25.00
L. F. Dintleman, Belleville, Ill.	10.00
Eugene A. DeSt. Aubin, Oak Park, Ill.	25.00
Littleford Nurseries, Downers Grove, Ill.	50.00
Custer Bros., Normal, Ill.	10.00
Keystone State Nurseries, Beaver Falls, Pa.	10.00
A. Washburn & Sons, Bloomington, Ill.	10.00
C. J. Maloy, Sec'y-Treas. N. Y. Nurs. Assn., Rochester ..	100.00
Glen Ellyn Nursery, Wheaton, Ill.	25.00
Mark Welch, Painesville, Ohio	15.00
Aurora Nursery Co., Aurora, Ill.	100.00
Peterson Nursery Co., Chicago, Ill.	500.00
Stark Bros., Louisiana, Mo.	100.00
Conard & Jones, West Grove, Pa.	25.00
Augustine & Co., Normal, Ill.	25.00
The D. Hill Nursery Co., Dundee, Ill.	500.00
H. C. Burridge & Son, Libertyville, Ill.	15.00
Homewood Nursery Co., Homewood, Ill.	10.00
Kankakee Nursery Co., Kankakee, Ill.	25.00
Klehm's Nursery, Arlington Heights, Ill.	100.00
Breitmeyer Nursery Co., Rockwood, Mich.	50.00
Prairie Nurs. Limited, Estevan, Saskatchewan, Can.	25.00
J. C. Marshall Landscape Garden, 3700 Davenport St. Tenleyton	25.00
East Lawn Nursery, Box 418 Route 2, Sacramento, Calif..	25.00
The North-Eastern Forestry Co., Cheshire, Conn.	25.00
Chase Nursery Co., Chase, Ala.	50.00
Marshall Nurseries, Arlington, Nebr.	25.00

GOVERNORS ENDORSE TREE PLANTING PLAN

Many Governors say that "Plan to Plant Another Tree" is a good thing.

Many of them have proclaimed Arbor Day in their state to fall within the period set for Tree Planting Week. This gives it their endorsement, and they pledge their cooperation. In states where Arbor Day is arranged by the Board of Education, the same cooperation is developing. Space in Arbor Day bulletins has been given and cooperation promised.

Increasing requests for aid in the preparation for community activities during Tree Planting Weeks, makes it apparent that our movement is increasing in its effect all over America. These requests are coming continually into the headquarters of "Plan to Plant Another Tree" at Aurora, Illinois.

The slogan, "Plan to Plant Another Tree" is of great value to the community because it is a suggestion to do something; and then, too, there is something about it that

LOW BUDDED ROSES, TREE ROSES AND CLIMBING ROSES

We Are Booking Orders Now for Next Season's Delivery — Ask for Our List

Koster & Co.

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Bridgeton, N. J.

W. T. HOOD & CO.

**OLD DOMINION NURSERIES
RICHMOND :: VIRGINIA**

We offer the following HIGH GRADE stock for Fall 1922 and Spring 1923:

Standard Pear 1 and 2 year—extra fine.

Apple 2 Year 11/16th and up.

(Delicious Staymans and Wine Sap)

Peach good selection of varieties.

Cherry 1 year, Sours and Sweets—very fine.

Amoor River Privet (South) 1 and 2 year, 18/24, 24/30 and 3/4 ft., very fine.

California Privet one year, 12/18, 18/24 and 2/3 ft.

Send us your list for quotations.

Native Broadleaf Shrubs of the Blue Ridge Mountains

Rhododendrons, Maximum, Catawbeinse and Carolinianna Kalmia, Luicothoe, Azalia, Hemlock, etc.

J. B. ANDERSON, Damascus, Va.

CARR'S NURSERIES

YELLOW SPRINGS, OHIO

Junipers, Retinosporas and Thuyus

For Budding and Lining Out

Price List on Request

AZALEA HINODIGIRI

50 000 2 1/2-inch pot plants, splendid stock; potted during late summer and carried over winter in cool house.

LARGER SIZES

9-inch bushy plants, well budded
12 to 14-inch bushy plants, well budded

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KIGER'S NURSERY

Growers of Small Fruit Plants

Sawyer, Michigan

New Champion and Progressive Everbearing strawberry plants a specialty. Get our prices on Dunlap, Gibson, Sample, Haverland, Premier, Wm. Belt and other spring strawberries. Can supply Cumberland, Plum Farmer, Kansas, Cuthbert, King Raspberries; currants and gooseberries.

"BEDFORD GROWN"

Muhgo Pines, 12-18 in.; Thuya's Globosa, 10 in. across; Hoveyi, 12-18 in.; Tom Thumb, 12-18 in.; Pyramidalis, 2-2 1/2 ft.; Vervaeneana, 18 in., and Sibirica, 18 in.

Red Cedars, 18-30 in.; Hemlocks, 2 1/2 ft.; Bush Box, 6-8 in.; American Arborvitae, 2-3 ft.

No better stock ever offered

Send for special price list covering also young potted evergreens for bedding out in early spring.

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FOREST TREE SEEDLINGS AND SHRUBS

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makes it hang easily in the mind. It is easily remembered. It is a positive statement. It is a well known fact that no negative slogan will ever be accepted by the public.

Nurserymen should use this slogan on all occasions because it suggests planning for planting. An agent coming into the home where some planning for planting has been done, can usually get an order. It suggests planting, but it does not stop with one tree, but urges in its suggestion to make it *another one*.

The public easily remembers "Plan to Plant Another Tree." It creates interest—it develops enthusiasm. It stimulates the planning and planting of trees, fruit trees, shrubs and flowers.

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The majority among America's 4,000 nurserymen realize the selling force of "Plan to Plant Another Tree" and are using it in their business.

VALUE OF PRACTICAL BOTANY

A short time ago the writer attended a farmers' field day that was in charge of the county agent. The county agent was a well trained man, a college graduate, as was evidenced by the ease and accuracy with which he answered question after question. Finally a farmer approached with a specimen of one of the common weeds growing in the pasture and requested that the plant be identified. For the first time that afternoon the county agent fell down on the job.

A specimen of plant was received from a county agent last summer with the explanation that it occurred abundantly in alfalfa fields in his county and threatened to become a serious alfalfa weed. Upon examination the plant in question turned out to be a dwarfed specimen of common alfalfa.

These incidents are cited because they illustrate a general condition among trained agriculturists, a lack of knowledge of many of the common plants that grow on our farms. Many men who are well trained in other phases of agriculture, exhibit lamentable ignorance concerning common farm weeds. This condition may be due in part to the unfortunate manner in which the general study of systematic botany has fallen into a state of neglect. Had the county agent who sent in the specimen of alfalfa learned to recognize the plants by their botanical characteristics, it is doubtful if he would have made so foolish and embarrassing a mistake. Perhaps the old-fashioned method of dissecting flowers in the laboratory can be made more attractive and profitable to the average student by a field study of the weed flora and approved methods of eradication and control.

It is suggested, then, that men in agricultural courses should make an effort to learn to recognize the common weeds and familiarize themselves with the methods by

which troublesome weeds may be controlled. A great deal of this knowledge can be gained during under-graduate days by collecting specimens during hikes into the country and by identifying them and becoming familiar with their characteristics.

A knowledge of the farm flora may prove an asset in almost any field of endeavor that the trained agriculturist may select, from practical farming to teaching or demonstration work. For example, a specimen of a plant received some time ago from a college trained farmer with the statement that the sender was acquainted with most of the wild plants growing upon his land, but the specimen sent was new to him. It turned out to be the black knapweed or star thistle (*Centaurea nigra*), a plant that is not common in the United States but considered extremely troublesome in Europe. The sender was advised to destroy immediately the few plants upon his farm before seeds were matured. This was done and no further trouble experienced. It is entirely reasonable to believe that his knowledge of plants enabled the farmer to recognize the stranger upon his land and it is possible that his foresight may have saved his community from the ravages of a new weed pest.

New weeds are constantly appearing in our midst, as witness the Russian thistle, sow thistle, and Russian pigweed, and more recently the lawn pennywort and leafy spurge. Not only are new weeds introduced from abroad, but native weeds are carried from one section of our country to another. Thus the blue sage (*Salvia lanceaefolia*), a western weed, has recently appeared in Ohio alfalfa fields where it was carried by the agency of impure seed from the west. The bracted plantain (*Plantago aristata*), one of the species designated as noxious in the recent Indiana Seed Law, is a western species that has been widely introduced in the east by means of baled hay and impure grass seed. A knowledge of the farm flora is of distinct advantage in recognizing new weeds and may be of considerable value. If the first patches of Russian thistle had been recognized as a new weed and immediately destroyed, the saving to agriculture would have been great. The farmer should be ever on the alert for new weed pests, but it is first necessary to become familiar with the common plants occurring in our fields so that strangers can be immediately recognized and adequate eradication measures instituted.

Entirely aside from the practical value, the pleasure derived from a knowledge of plants is worthy of consideration. Such a knowledge has a recreational value that cannot be estimated in dollars and cents. The joys of country life may be greatly enhanced with the surrounding flora. It is an inspiration and a pleasure that cannot be valued by the ordinary standards.—*Albert A. Hansen in Purdue Agriculturist.*

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INCORPORATED 1902

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EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous
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Special trade prices. By the thous-
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Including a good
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American Arborvitae, 3-4 and 4-5 ft.

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Hemlock Spruce, 6-8 and 8-10 ft.

Shrubbery in assortment.



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Stock grown wide apart is bushy and well
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				1 In. $\frac{3}{4}$ In.
Paragon (M. B. Twig)	200	400	

APPLE TREES—1 Year Budded and Grafts

	4 to 6 Ft.	4 to 5 Ft.	$3\frac{1}{2}$ to 5 Ft.	3 to 4 Ft.	2 to 3 Ft.
	$\frac{5}{8}$ and up	9/16- $\frac{5}{8}$	$\frac{1}{2}$ -9/16	7/16- $\frac{1}{2}$	$\frac{3}{8}$ -7/16
Baldwin	2000
Ben Davis	200
Delicious	2000	...	2000
Gano	1000
Grimes Golden	3000	2500
Jonathan	300
Lowland
Raspberry	100
McIntosh	1000
Maiden Blush	100	100
Oldenburg (Duchess)	300
Paragon (M. B. Twig)	300
Rome Beauty	4000	3000	2000	2800	1200
Stayman's Winesap	6000	6000	4000	3000	2000
Wealthy	3000	2500	2000
Williams E. Red	2000	1500	1000
Winesap	1000	2000	1000	700	300
Winter Banana	200	400	100	50	50
Yellow
Transparent	4000	8000	4000	4000	4000
York Imperial	1000	500
R. I. Greening	...	1000	1000	1000	1000

SWEET CHERRY TREES—

1 Yr. Budded

1000 Black Tartarian	1000 Napoleon
1000 Bing	1000 Schmidt's Big
1000 Gov. Wood	1000 Windsor
1000 Lambert	1000 Yellow Spanish

SOUR CHERRY TREES—1 Yr. Budded

1000 Dyehouse	3000 Early Richmond
1000 English Morrella	1000 May Duke
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PEAR TREES—1 Yr. Budded on French Roots

2000 Bartlett	1000 Seckel
1000 Clapp's Favorite	100 Laurence
1000 Duches	100 Warden-Seckel
100 Flemish	500 Beurre-Bosc



PEACH TREES—One Year Budded

	1 In. 7 ft.	$\frac{3}{4}$ In. 6 to 7 ft.	9/16 In. 5 to 6 ft.	$\frac{1}{2}$ In. 4 to 5 ft.	7/16 In. 3 to 4 ft.	$\frac{5}{16}$ In. 2 to 3 ft.	1 to 2 ft.
Belle of Georgia	2000	8000	9000	12000	14000	6000	4000
Brackett	100	100	500
Carman	100	500	4000	4000	3000	2000
Elberta	2000	5000	6000	8000	8000	8000	8000
Hiley	100	500	1000	4000	9000	9000	9000
Krummels	200	500
Late Crawford	100	100	500	1000	500

PLUM—1 Yr. Budded on Plum Roots

100 Abundance	100 Lombard
100 Burbank	100 Imperial Gage
100 Bradshaw	100 Red June
100 German Prune	400 Shropshire Damson (2 to 3 ft.)

KIEFFER PEAR TREES—3 Yr. Budded

	6-7 ft.	5-7 ft.	5-6 ft.	4-6 ft.
	1 in. up	$\frac{3}{4}$ -1	11/16	$\frac{5}{8}$
Kieffer	5000	8000	7000	3000

KIEFFER PEAR TREES—1 Yr. Budded

	5-7 ft.	5-6 ft.	4-5 ft.	3-4 ft.
	11/16	$\frac{5}{8}$ -11/16	$\frac{1}{2}$ - $\frac{5}{8}$	7/16- $\frac{1}{2}$
Kieffer	8000	12000	5000	3000

QUINCE TREES—1 Yr. Budded

1000 Champion	1000 Orange
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4000 Lawton
1200 Snyder
400 Ward
25000 Early Harvest
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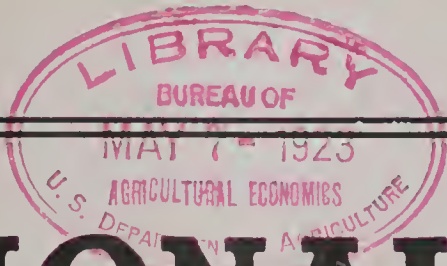
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THE NATIONAL NURSERYMAN

MAY 1923



Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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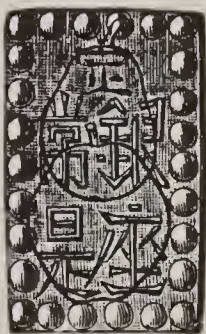
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American White Elm

Black Locust

Honey Locust

Catalpa Speciosa

SPIREA VAN HOUTTI, 1 Year:for transplanting; also 2 to 3
feet and 3 to 4 feet stock

**Offer Our Usual
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Fruit Trees, Shrubs,
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Ready Now*

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1872—1923

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The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., MAY 1923

No. 5

Nursery and Planting Methods Developed at the Gallinas Nursery, Santa Fe National Forests

By Hermann Krauch, Forest Examiner, U. S. Forest Service

During the time the writer had charge of reforestation work on the Santa Fe National Forest a number of nursery and planting methods were developed which proved to be very efficient. The purpose of this paper is to briefly describe these methods and the devices used in their execution. Their need was prompted by the fact that in this region the native Mexicans must be depended upon for temporary labor, and most of them are impractical and awkward. Consequently, it became imperative to devise methods which would insure good work even with the poor quality of labor available to perform it. Success in nursery and planting practice depends largely

1. TRANSPLANTING

At the Gallinas Nursery the amount of good land available for transplants is limited. Close spacing of the transplant rows is therefore necessary. In addition however, close spacing correspondingly reduces the cost of mulching and shading of beds for winter protection. When the transplant rows are closely spaced they must also be straight, otherwise there is great danger of the trees becoming injured when they are being cultivated.¹ In order to insure perfect alinement of rows and yet secure rapid progress in transplanting, the device shown in Figures 1 and 2 was constructed. Figure 1 is a plan

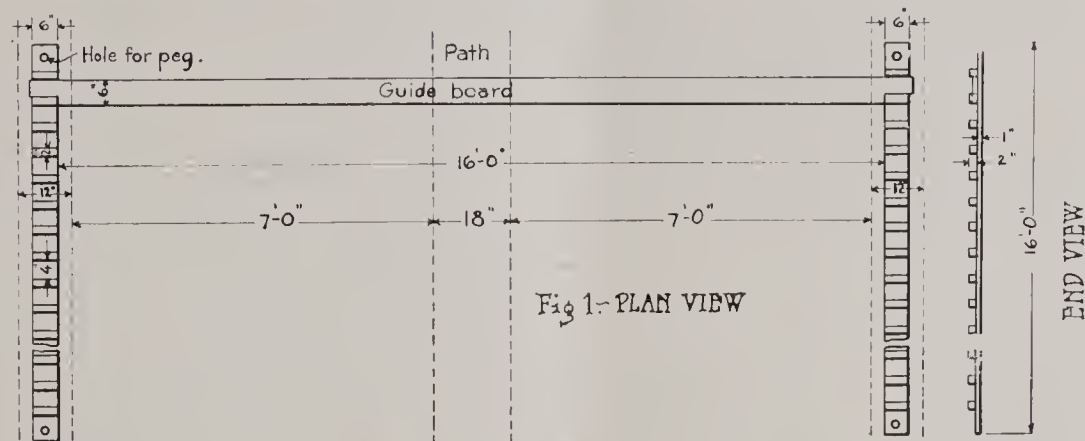


Fig 1- PLAN VIEW

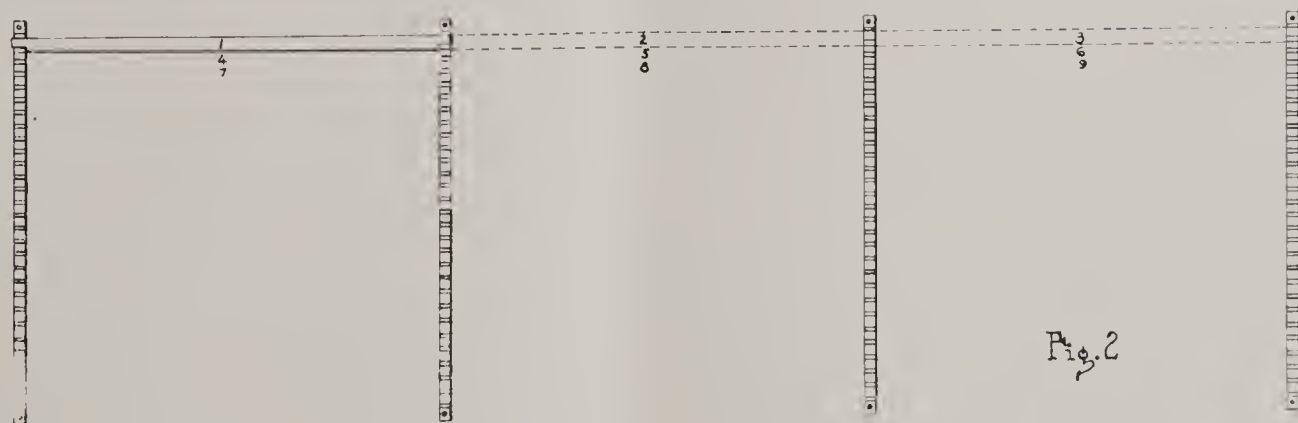


Fig. 2

upon the skill and care with which the work is performed.

Attention has been called to this matter so that the reader will understand why the following methods were developed. The principles involved should, however, find application elsewhere, because skilled labor is seldom available for nursery and reforestation work, except perhaps in densely settled communities. And, any device or method which promotes rapid work but at the same time accomplishes good results, is also economically warranted. In the following descriptions the value of each feature is discussed.

view and Figure 2 illustrates how the device is used. The notched boards are laid at 16 foot intervals along the transplant area and are held in place by means of iron pegs. The notched boards are spaced 4 inches apart so that the 6-inch "guide board" can be fitted into them. The distance (16 feet) between two notched boards is just sufficient to allow two transplant boards full of trees—each 7½ feet long and making a 7 foot row—to

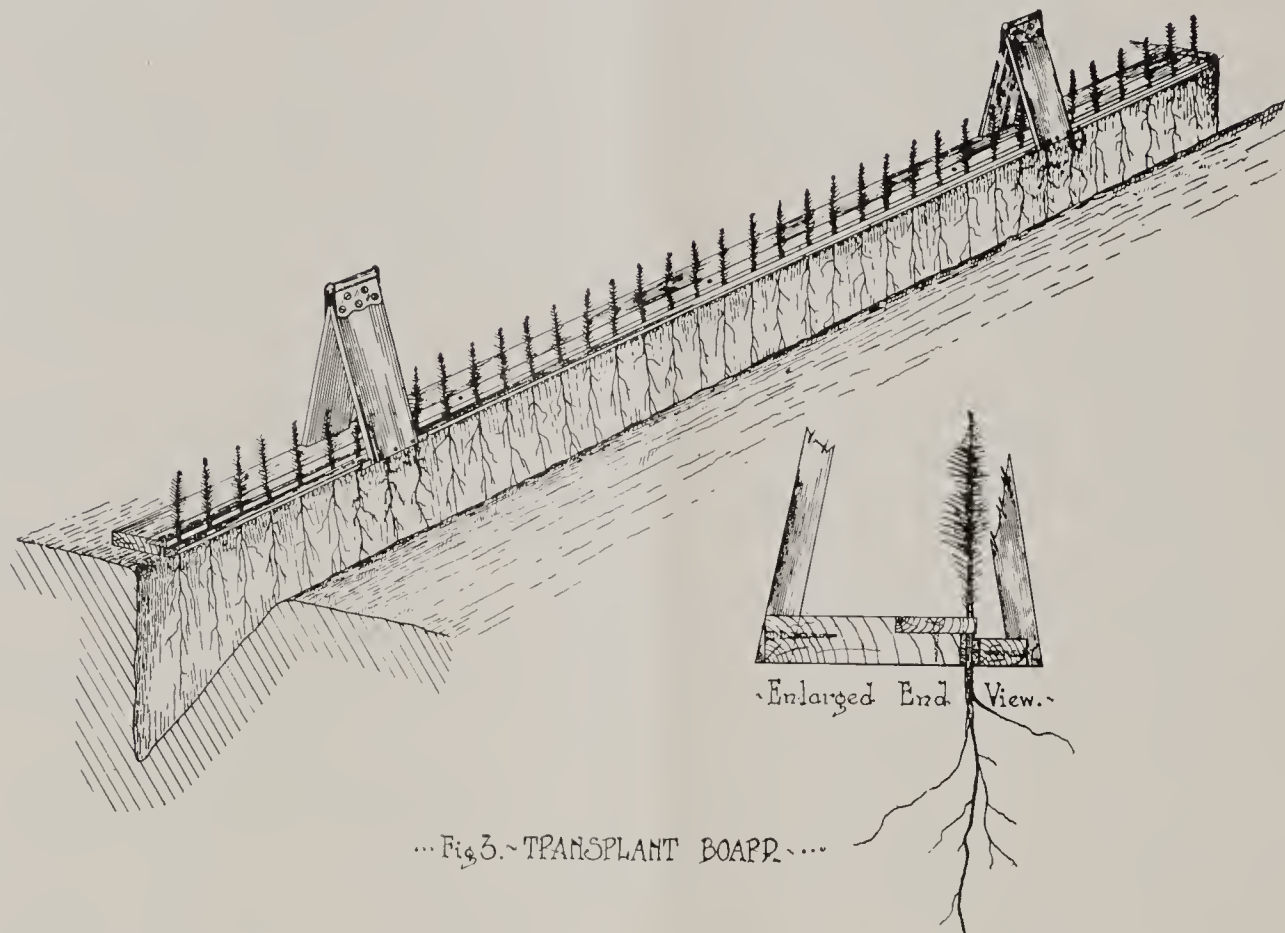
¹ Attention is called to a type of hand cultivator shown in Figure 6. The excellent feature of this implement is that it cuts the weeds and loosens the soil without ridging it up against the trees—an essential precaution to take in the case of Douglas Fir and Engelmann Spruce transplants.

be set. Through this arrangement an 18 inch path is left in the center and a 12 inch path at each side. Each 16 foot area is considered as a plot consisting of two beds. The trenches are opened up along the guide board which is held in place by the notched boards. The work of transplanting proceeds as follows:

First a man with a trenching spade (see Figure 5), cuts a thin slot into the soil, along the edge of the guide board. He then picks up this board and moves it to an adjoining row in the plot to the right and repeats the slitting operation. He continues this operation throughout a series of adjoining rows—the number depending upon the size of the transplant area or the number of notched boards previously placed. When this man has made a slit for a row and moved the guide board to the next plot he is followed by a man with a heavy Mast trencher (see Figure 4). This man completes the opening of transplant trench.² The board crew of two men, then sets two

applies especially to such species as Douglas Fir and Englemann Spruce which have a shallow root system. If the trees are set too deep, false roots may sprout from root collar and bole disease may result. If set too shallow sun scald of the exposed root collar may kill the transplants. If the lower soil is not firmly packed about the roots the air spaces left may cause the roots to dry out and if this condition continues for any length of time the trees are sure to suffer or even die.

In order to accomplish correct transplanting a new type of transplant board was devised—See Figure 3. It differs from the "Yale" board in that the trees are held in place by the root collar instead of by the top. The trees are thus effectively prevented from slipping from the original position in which they are placed when the board is threaded. The planting board proper is placed on top of the trench and in such a position that the roots of the seedlings will lie flat against the wall. Correct depth of



boards full of trees. Having finished, they move one to the next plot, following up the trencher men. The whole process is continued throughout a series of rows in adjoining plots until the end is reached. It is then repeated as often as there are rows to be set. The sequence of moves is indicated by the numerals shown in Figure 2. It is obvious that by this method the trencher-men can always stay ahead and out of the way of the board men and no time is therefore lost through one part of the crew waiting for the others to finish their operations.

In transplanting seedlings care must be taken to get them firmly set in the soil and at the correct depth. This

² It has not proven feasible to open up trenches immediately with the large Mast trencher, although this is accomplished at some nurseries with good success. At the Gallinas nursery it was found that one man would require more time to make a good trench with this tool alone than two men using different types of tools, as described above. Possibly this might also be found to be the case elsewhere. The guide board does not have to be retained after the slits have been cut with the trencher spade. The heavy trencher sinks easily into the previously prepared slits and opens up a perfectly straight trench without further use of the guide board.

setting is thus controlled. Figure 3 shows the construction and method of using this board. The threading side and clamp strip are covered with felt. The notched gauge strip is removable so that the board can be readily adjusted to any interval of spacing desired. The clamp strip is automatically held in place by spring hinges on the handles. When the board is being threaded it is placed with the narrow edge of the back down in a groove on the threading table so that the front (threading edge) will be even with the top of the table. In this way the trees are kept in place until the threader is ready to let down the clamp strip.

Each new trench is opened up *toward* instead of away from a previously set row of trees. This causes the lower part of the soil to become firmly packed against the roots and thus the desired results are effectively attained.

2. FIELD PLANTING

Like transplanting in the nursery, successful field planting is largely dependant upon correct setting of trees. Not only must they be set at the right depth but

the roots must be well spread and be able to easily penetrate the soil for rapid development. Under the relatively adverse conditions encountered in this region it is absolutely essential that these points be observed—otherwise failure will be the result, even with the best of planting stock. Theoretically, planting by the “center hole” method should accomplish the results desired.³ But, it is difficult to secure correct planting by this method, especially with inexperienced labor. The trees are likely to be set either too deep or too shallow and experience shows that either extreme is detrimental. The planters are also liable to get the roots crowded instead of spread. Moreover, the process is necessarily a slow one, especially where rocky sites are encountered. For, then the planter must often scrape up additional soil with which to fill the hole, and is tempted to place leaves and litter in the hole instead—an act which generally proves disastrous to the plant. While proper and rapid setting of trees can be accomplished by the *side-hole* method, experience shows this to yield relatively poor results, at least in the region here concerned. The reason is ascribed to the fact that by this method the roots are spread against a hard layer of earth and penetration is therefore hindered. The result is that the roots develop strongly only in one direction, namely toward the filled in side of the hole. This is objectionable because free and ample development as well as availability of moisture is necessary from the start. The roots are also apt to continue developing in one direction, thereby subjecting the trees to windthrow in later years.

In order to overcome the difficulties of securing correct planting by the center hole method and yet retain the essential features of it, a new method was devised. After the mattock man has dug a good hole and thoroughly broken up the clods and removed all large stones, he *refills* the hole and tamps the surface lightly with the back of the mattock blade, so as to form a slightly sloping trench. The planter then follows and makes a wide slit with a large garden trowel, in the center of the spot previously prepared by the mattock man. He then spreads the roots of the tree against the side of the slit and is easily able to gauge the correct depth to set, owing to the fact that the soil has been previously loosened the planting operation can be performed very rapidly—much more so than where the regular center hole method is used.

It is obvious that by this method the soil remains equally loose in all directions so that the tree roots can develop likewise. Besides securing uniform depth of planting the method also affords a better chance for correctly benching the soil than is possible with either the side hole or center hole methods alone. This benching is a very essential feature however where steep slopes are encountered and this is the case on the planting sites concerned. Figure 7 illustrates the correct form of bench to make and the essential steps involved in planting.

Attention is called to the necessity of setting the tree

³ The planting sites here involved are high mountain burns at present stocked with young aspen. The soil is generally rocky. This condition together with the numerous aspen roots encountered make it difficult to work. A heavy mattock is necessary in order to dig good holes and a two man crew is therefore used in planting.

NURSERY TOOLS

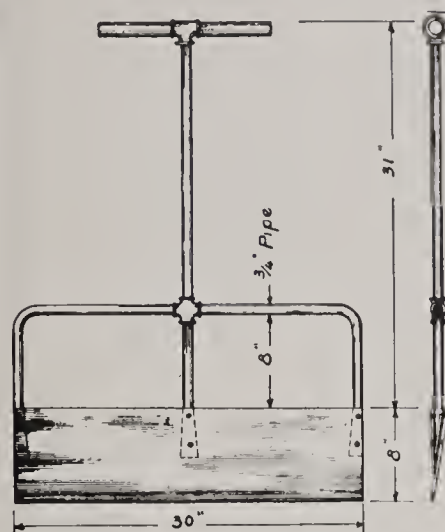


FIG 4 - Trencher

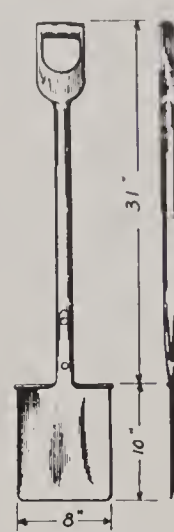


FIG 5 - Trenching spade

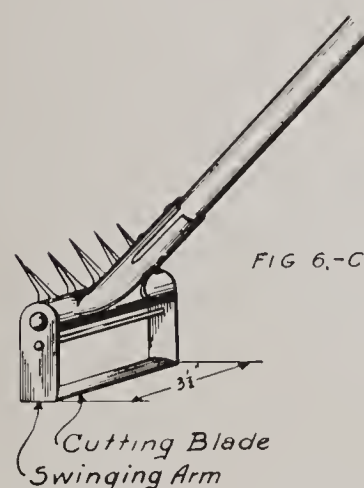


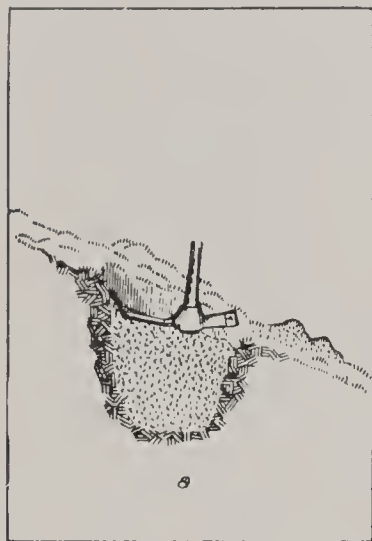
FIG 6 - Cultivator and weeder

firmly and to be sure that no air spaces are left. For this reason the hole should be gradually filled, starting by packing soil about the roots first (sketch c). The operation is finished by firmly pressing the earth about the root collar with the thumbs (sketch d). This is done in order to prevent the formation of fissures which might otherwise get started through the action of rain water, and thus subject the tree to unfavorable conditions through exposure of the sensitive part of the stem. Finally, a thin layer of earth is spread loosely over the whole planting spot to act as a mulch.

The excellent results obtained in planting since this method was conceived shows that it is highly efficient. Compared with other methods it is also the cheapest excepting the side-hole method which is however, not feasible for application in this region.

Compared with other localities where soil and climatic conditions are favorable, planting is here difficult and expensive. Not only must the planting stock be thrifty but it must also be relatively large. It is especially important that the roots of the trees should be long and fibrous so that moisture will be readily available during dry periods. For this reason transplants must be produced. Seedlings are generally too poorly developed to meet the requirements. At any rate, poor results have been obtained in planting them.

Since large stock is necessary large holes must also be dug for planting. This, together with the difficulty of digging materially increases the cost of planting over



that in regions where conditions are more favorable. The results of experiments show however that unless planting is carefully done and according to the methods here outlined, no success can be expected.

THE AMERICAN PEONY SOCIETY

The American Peony society will hold its twentieth annual exhibition in the Northwest this year. It will be at the Hippodrome, Minnesota State Fair grounds, midway between the Twin Cities of Saint Paul and Minneapolis, and ideally situated for a record-breaking attendance. It is the first time the exposition has been held that far west.

The twentieth exposition will give the flower lover the opportunity to see probably the largest collection of peonies ever assembled, its geographical location making this possible. Naturally the Central states will be largely represented, more so than ever before in fact, but this does not mean that more distant points, including both east and west coasts will not have their creations on exhibition. Canada also will send its quota. Last season's exhibition was at London, Ont., it will be remembered.

The exhibition management has selected the slogan "See a Million Blooms at the Peony Show" as a fitting one for the wealth of blooms that will be on display. The tentative dates of June 12, 13 and 14 have been selected but these are subject to change because of the vagaries of the growing season.

Other peony shows which have featured the June time in this section every year, will not be held this year, their respective managements having assured the American

society that its twentieth exposition will have a clear field.

Supporting the show also are the Northwestern Peony and Iris Society, Minnesota State Horticultural society, Minnesota Garden Flower Society, Minnesota State Florists' Association, Men's Garden Club of Ramsey County, and the Twin City Nurserymen and Landscape Architects Association.

Lovers of all varieties of flowers will find this show most interesting because there will be showings of many flowers other than peonies. The main exhibition hall which is 270 feet long by 110 feet wide is ideal for the show. It is naturally lighted, and affords seats for several thousand spectators.

Plan to attend, is the urgent invitation of the show management.

Submitted by

LUTHER P. WEAVER,

Publicity Representative

542 McKnight Bldg., Minneapolis, Minn.

Upon authorization of

W. F. CHRISTMAN,

Secretary American Peony Society

58 and Wentworth, Minneapolis, Minn.

POPLAR CANKER IN SHADE TREES

By F. M. Trimble, Penna. Bureau Plant Industry
Harrisburg, Pa.

This troublesome disease in poplar trees kills off limbs and branches and either destroys the tree or makes it very unsightly. Poplar varieties are most susceptible in this order: Lombardy poplar, Bolle's poplar, Balsam poplar, Cottonwoods, Carolina poplar, and Japan poplar. The last is but slightly affected. Other kinds of trees are not affected.

A few nurseries are developing stocks of other trees to replace the once much planted poplars which have become very unsatisfactory for shade and ornamental purposes since poplar canker has become so widespread.

As substitutes for the Lombardy poplar the pyramidal forms of sugar maple, English oak and tulip tree can be used, as well as the ginkgo and the Katsura trees. The sugar maple, Norway maple and sycamore are good types to use in place of the more bushy varieties of poplar.

THE MARKET DEVELOPMENT BOOKLETS

F. F. Rockwell, Chairman of Market Development Committee, deserves at least a complimentary order for the attractive little booklets gotten up and offered to nurserymen as business getters.

The booklets will have printed on the back and cover anything desired by the nurseryman ordering it, so they may be used as enclosures from the mailing desk, they are ideal for "follow-ups" as they are right size for envelope enclosures.

The cost to members is \$17.50 a thousand, including printing your name and address on the back page, or if you so desire, if no printing is wanted price is \$15.00 per thousand.

As Mr. Rockwell says try at least a sample thousand and see if they "pull." Being undated they can be used at any time during the year and will not get stale.

The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902
Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in
Nursery Stocks of all kinds. It circulates throughout the
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

SUBSCRIPTION RATES

One Year in Advance\$1.50
Foreign Subscriptions, in advance\$2.00
Six Months\$1.00

Advertising rates will be sent upon application. Advertisements
should reach this office by the 20th of the month previous to the
date of issue.

Payment in advance required for foreign advertisements. Drafts
on New York or postal orders, instead of checks, are requested by
the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nursery-
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be
addressed, Editor, Easton, Md., and should be mailed to arrive
not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at
Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., May 1923

PLANTING It is very gratifying to note the interest
PUBLICITY. and publicity given to planting during the
past few weeks. When the market devel-
opment movement started, even the most sanguine didn't
expect quite such results as we are obtaining by so little
expenditure of capital.

One can hardly pick up a paper without seeing some
reference to planting, of interest displayed in connection
with growing things that leads to consumption of the
nurseryman's products. The reference may be direct,
such as the writings of F. F. Rockwell, of the market
development committee or those of the "Aurora
Borealis," author of "Plan to Plant another Tree," and
other contributors to magazines and newspapers.

Indirectly we see the "Growing" interest creeping into
the popular stories and even into the comics of the daily
press and magazines.

Then there are a host of publications being distributed
such as "house organ," catalogues and pamphlets, cir-
culars and bulletins of the United States Department of
Agriculture, and the various State Departments of Agri-
culture, publications of horticultural societies and so on
—ad infinitum. Anyone within the reach of the Post
Office Department must be of little consequence if he does
not receive at least some suggestion or inspiration to get
busy and plant.

At the end of the spring planting season we shall no
doubt have reports from the various nurseries and grow-
ers that business is good, in fact, there is already evidence
that stock is short and publicity is just beginning.

There is no doubt the nurseries of the country will be
equal to any future demands placed upon them, but it is
not so sure that the public will be well served.

Nursery stock is not easy to buy, although it may be
plentiful and until it is made as easy to buy as gasoline
or a cooked dinner market development will not be a real
success.

The statement that nursery stock is not easy to buy
will perhaps strike the average nurseryman and publicity

man as strange but to verify it, let him talk with his
salesman and get his opinion, or what is better do some
house to house retail selling himself, not order taking on
the nursery. You will find the problem of planting is a
big one and influences the sale of stock very much

Thousands of homes are potential buyers of trees,
shrubs and plants, if the purchasing were made easy for
them. There are many who would gladly do something
to their yards, but have not the time or inclination to give
it personal attention and do not know who to delegate
the work to. They receive a nurseryman's catalog or
perhaps the visit of a nursery salesman, but there is still
the problem of arranging the plants and the planting,
which neither the catalog and very often the salesman
cannot attend to.

The publicity campaign has been successfully launch-
ed and bids fair to be cumulative in effect in such a way
that the future will see wonderful development in the
use of the Nurseryman's products. But it behooves those
leaders, or executives, who guide the destinies of the
trade to give thought to the development of an actual
planting service, perhaps by the encouragement of job-
bing gardeners, local retail florists and other mediums
that can give this service.

BLUEBERRIES A press notice from the United State
Department of Agriculture calls atten-
tion to the work the Department has been carrying on in
connection with the culture of the blueberry as a com-
mercial industry. It has bred varieties with berries more
than three-fourths of an inch in diameter.

The department's testing plantation for hybrids is at
Whitesbog, near Browns Mills, New Jersey, where 20,000
different hybrids have been fruited thus far. Some of
these hybrids have been placed in the hands of several
nurserymen but only one of them has carried the propa-
gation to the point of offering plants for sale.

On the other hand a few unscrupulous nurserymen
have taken advantage of the work that has been done in
the domestication and improvement of the blueberry, by
the department of agriculture, to deceive the public by
advertising blueberries in a misleading manner, using
the illustrations and information about them as given by
the department, and then filling orders with ordinary
wild blueberries transplanted to their nurseries. It is
unfortunate that some nurserymen are so lacking in com-
mon honesty. Apart from the dishonesty they are setting
back perhaps what is a coming industry, by undermining
the confidence of the buying public and those interested
in the culture and improvement of the blueberry.

With such remarkable improvement in a comparatively
short space of time their improvement gives promise of
greater things for the future.

The outstanding cultural characteristics of the blue-
berry is its requirement of an acid soil and very few nur-
series have this, as most of the plants they handle call
for the reverse. The discovery by the workers in the
department of agriculture, as published by Mr. Coville,
that the addition of aluminum sulphate to the soil pro-
duces the acid condition required by this group of plants,
as proven by experiments with the rhododendrons, opens
up a field of tremendous possibilities. Its application to
the culture of the blueberry may be very important.

The Harrison Nurseries

A Nursery Where Things Are Done on a Large Scale

Few industries are so beneficial to localities as the nursery business. Wherever they are located they are the means of developing the country in many ways.

When the firm of J. G. Harrison & Sons located at Berlin the fruit industry was comparatively nil on the Maryland Peninsula from a commercial point of view and very few ornamental plants were to be seen around the dwellings. Now orcharding is an important industry and every little town within its sphere of influence shows specimens of the nurserymen's products planted to decorate the grounds.

J. G. Harrison located on a farm of one-hundred and sixty-five acres, the site of the present nurseries, in 1886. Mr. Harrison had been a fruit grower from a young man and he was quick to note the possibilities in fruit growing when, one hundred peach trees already planted on the farm when he purchased it, produced fruit which netted \$263.00 the first year. He came to the conclusion that if a neglected peach orchard would do that well, a well cared for orchard would be a money maker.

He planted an orchard of 5000 peach in 1895, but did not select the right varieties, with a result that they were not so profitable. In 1903 he planted Elberta and other improved varieties; this orchard is yet in bearing and profitable.

From such a modest beginning the business has grown until it is one of the largest nursery and orchards company in the country, controlling as it does approximately

8000 acres, 3000 acres of this land is on the Sinepuxent Bay, in full view of the ocean.

In 1890 a small planting of apple trees was made. This has proved so successful that it inspired a large investment in the growing of apple trees and the planting of apple orchards, the number of trees in the nurseries running into the millions annually. Cherries, plums, and pears are also grown in quantities and the demand is growing from year to year.

In 1903 a planting of evergreens was made, which was the beginning of the ornamental department of the business. This has now reached very large proportions. 100,000 Norway maples have been grown and distributed.

The policy and practice of the Harrison Nurseries is to only sell what they grow themselves, depending upon their own stock to fill all their orders. This calls for an annually increasing acreage to take care of the increasing business.

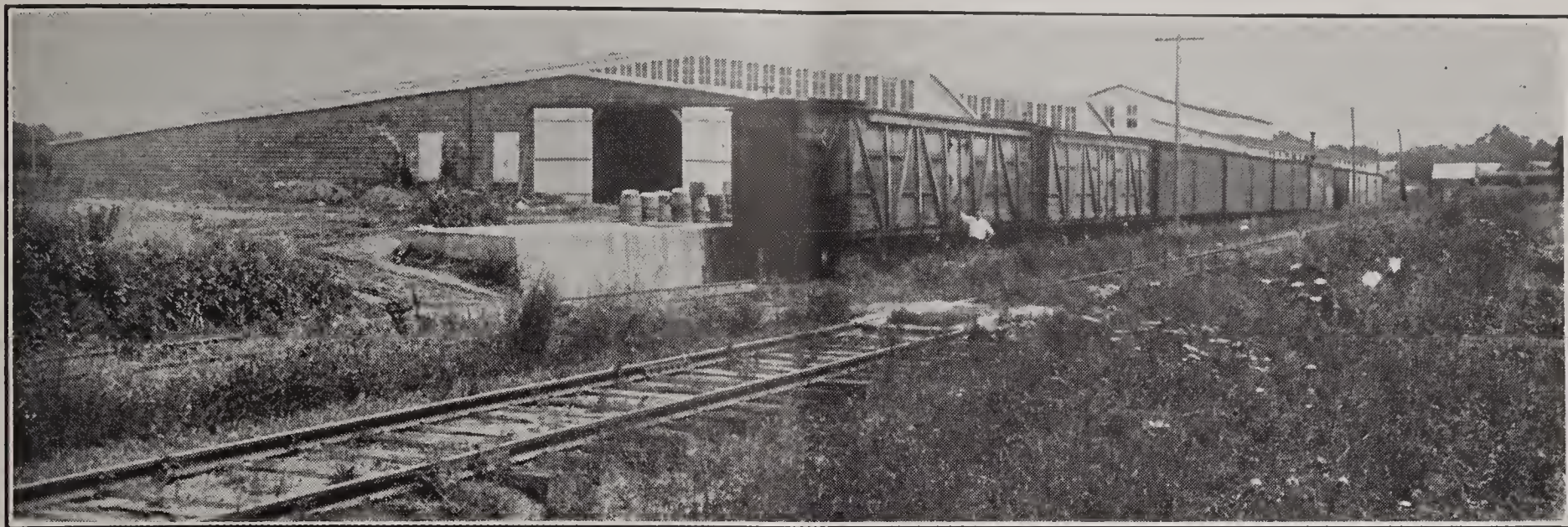
The varieties of peaches that are grown in the greatest quantity, and seem to be best adapted to the peninsula are Red-bird, Cling, Greensboro, Common, Slappy, Harley, Belle of Georgia, Elberta and Bracket; having large orchards of these varieties they are able to cut their own buds and insure the propagation of the most profitable varieties true to name.

In the apple orchards planted for fruit and for buds, Yellow Transparent, William's Early Red, Wealthy, Grimes Golden, Staymen's, Gano, York Imperial, Rome



BUDDING PEACH TREES

in July, August and September on the Nurseries of J. G. Harrison & Son, Berlin, Maryland.



Packing Sheds and Railroad Siding on the Nurseries of J. G. Harrison & Sons, Berlin, Maryland.

Beauty, Winesap and Paragon. Most of these varieties are now in fruiting and are proving to be money makers on the peninsula.

In 1922, 400 cars of peaches and apples were marketed. The firm has to a very large extent, by combining the orcharding with the nursery, solved the labor problem, as they are enabled to give continuous employment to a great number of employees, the combination having reduced the slack season to a minimum. To keep the nursery and orchards in proper shape it requires from 100 to 500 men and women, 100 mules and horses, 10 tractors, 12 trucks, 30 power sprayers.

Strawberry plants and asparagus roots form an important industry on the peninsula and the business in these items often runs in the millions of plants every season.

The personnel of the firm consists of Orlando Harrison, G. Hale Harrison, Henry L. Harrison, Orlando Harrison, Jr., John L. Harrison, Joseph G. Harrison, Jr., and Burbage Harrison.

Very close touch is kept with the Maryland State Agricultural College. Extensive experiments in spraying are

being carried on by the department in the orchards and nurseries.

President Orlando Harrison is one of the favorite sons of the state of Maryland, now serving a second term in the State Senate.

The land is very level and fertile, sandy loam on the top with a red clay sub-soil and is very fortunately situated for shipping, siding from the railroad coming right to the packing sheds. Lumber is abundant in the region and the nurseries maintain their own saw mill so as to manufacture their own crates, boxes and carriers.

Mr. Harrison has every confidence the locality will prove an excellent one in which to grow his own seedling apple and pear stock. The wild crab apple grows very abundantly and all the conditions seem to be there to make this branch of the business well worth trying. In fact, he has already located a section of land near the Sinepuxent Bay in which to make test plantings.

The bulk of the shipment are fruit trees and are planted in Maryland, Georgia, Virginia and as far west as Oklahoma.

AMERICAN ASSOCIATION DUES AND BADGE BOOK

Dues Are Called, Also Data For the Badge Book

Charles Sizemore, secretary of the American Association of Nurserymen, is sending out his call for dues, for the Association, and for advertisements for the Badge Book.

Nearly every nurseryman is familiar with the labor and detail necessary to even compiling a comparatively brief price list, when he has practically the whole of his data in his office or on the Nursery. If he will stop to think he will realize how much more difficult it is to get out a book like the Badge Book where he has to depend on the copy coming from one hundred or more different sources, and the whole to be completed and brought out on time without fail.

There would be severe criticism if the secretary failed to have the Badge Book on hand at the opening of the Convention. Now is the time to give the subject a little thought, every nurseryman is extremely busy at this time of year or he should be, but he should set aside a little time to give this matter attention and get it off his mind.

decide the subject of his advertisement and send the copy to Mr. Sizemore so that he can serve you by being up to the minute with his work for the Association.

Get behind the secretary if you want the American Association of Nurserymen to be efficient.

A RADIO ROSE TALK

The Conrad & Jones Company, West Grove, Pennsylvania, is certainly modern in its methods. A very charmingly gotten up folder in colors illustrating *Rosa hugonis* and others has just come to hand.

The most interesting statement upon it, however, is notice of a radio talk on roses, to be broadcasted Saturday, April 28th, at 9 P. M., from Station WJZ, Newark, New Jersey. The talk is to be made by Robert Pyle.

To read such announcements makes one regret that they have not the means to listen in.

H. W. Fulmer, 21st street and Ealer avenue, Easton, Pennsylvania is starting a nursery near Point Pleasant, Pennsylvania; he is growing a line of fruit trees, shrubs and small fruits.

THE MASSACHUSETTS ANTI-GRAFT BILL

The Nurserymen of Massachusetts headed by Harlan P. Kelsey of the Boxford-Highlands Nursery, Salem, Massachusetts, and chairman of the Standardization Committee for the American Association of Nurserymen, are making a strong fight to raise the Ethical standards of the Nursery business in that state.

The nurserymen are co-operating with the other industries to secure an amendment to Chap. 495, Mass. Acts. of 1912 whereby it will become unlawful to give or receive graft. It is aimed to have such a law passed that will make it a mis-demeanor, with severe penalties.

The most promising feature of the Bill, proposed by Mr. Kelsey and associates, is the immunity clause. It makes the one who shall be the first to report the facts, under oath to any State's Attorney and who shall give evidence tending to the Conviction of any other person, charged with an offense under this Act, shall be granted full immunity from prosecution under this Act with respect to the offense reported.

By this means the employee of an individual or corporation will put himself at the mercy of the nurserymen, should he accept a commission, as will the nurseryman who gives it.

It can readily be seen what a tremendous influence the Act, should it become Law, will have on such corrupt practices.

The Amendment is as follows: The words in Italics to be added to the present law.

PROPOSED AMENDMENTS TO CHAPTER 195 MASSACHUSETTS ACTS 1912.

Words in (Parenthesis) to be omitted. Words in Italics to be added

Sec. 1. Whoever (corruptly) gives, offers, or promises to an agent, employee, or servant, any gift or gratuity whatever, with intent to influence his action in relation to the business of his principal, employer, or master; or as agent, employee, or servants (corruptly) requests or accepts a gift or gratuity or a promise to make a gift or to do an act beneficial to himself, under an agreement or with an understanding that he shall act in any particular manner in relation to the business of his principal, employer, or master; or an agent, employee, or servant, who, being authorized to procure materials, supplies, or other articles either by purchase or contract for his principal, employer, or master, or to employ service or labor for his principal, employer, or master, receives, directly or indirectly, for himself or for another, a commission, discount, or bonus from the person who makes such sales or contract, or furnishes such materials, supplies, or other articles, or from a person who renders such service or labor; and any person who gives or offers such an agent, employee, or servant such commission, discount, or bonus, shall violate the provisions of this Act.

Sec. 2. That it shall be unlawful for any person, corporation, partnership or other organization to use or to give to an agent, employee, or servant of another, or for any agent, employee or servant, to use, approve, or certify, with intent to deceive the principal, employer or master, any receipt, account, invoice or other document in respect of which the principal, employer or master is interested, which contains any statement which is false, erroneous, or defective in any material particular or which omits to state fully the fact of any commission, money, property, or other valuable thing having been given or agreed to be given to such agent, employee or servant.

Sec. 3. That evidence shall not be admissible in any proceeding or prosecution under the Act to show that a gift or acceptance of any commission, money, property, or other valuable thing as is mentioned in this Act is customary in any business, trade, or calling, nor shall the customary nature of such transactions be any defense in any such proceeding or prosecution.

Sec. 4. No person shall be excused from attending, testifying, or producing books, papers, contracts, agreements, and documents before any court or in obedience to the subpoena of any court having jurisdiction of the offense described in the preceding sec-

tions on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to criminate him or subject him to a penalty or forfeiture, but no person shall be liable to any suit or prosecution, civil or criminal, for or on account of any transaction, matter, or thing concerning which he may testify or produce evidence, documentary or otherwise, before said court or in obedience to its subpoena or in any such case or proceeding. *Provided that no person shall be exempt from prosecution and punishment or perjury committed in so testifying.*

Sec. 5. That any person having committed an offense within the purview of this Act who shall be the first to report the facts under oath to any State's Attorney and who shall give evidence tending to the conviction of any other person charged with an offense under this Act, shall be granted full immunity from prosecution under this Act with respect to the offense reported.

Sec. 6. Whoever violates any of the provisions of this Act shall be deemed guilty of a misdemeanor and on conviction thereof, shall be punished by a fine of not less than \$10. nor more than \$500., or by such fine and by imprisonment for not more than one year. If a corporation, partnership, or other organization is guilty of a violation hereof, the person or persons through whom the corporation, partnership or other organization acts shall also be deemed guilty and punished as aforesaid, except that if the person who commits the said offense acts as agent or officer of any person, partnership, or corporation to employ persons as clerks, laborers, or otherwise, the offense shall be felony punishable by a fine of not less than \$25. or more than \$500., or by imprisonment in the State prison for not more than three years. The district attorneys in their respective districts shall prosecute all violations of this section.

Sec 7. That if any provision of this Act shall, for any reason be adjudged to be invalid, such judgment shall not affect, impair or invalidate the remainder of the Act, and that this Act shall take effect immediately.

Mr. Kelsey, before the Committee testified that the New England Nursery Association, in January of the present year, adopted regulations whereby a member, against whom evidence of Bribery is presented, will be expelled from the Organization and the Association would stand back of the prosecution of such member. He explained that every member of the Association had signed an agreement to refrain from the bribery practices, which had so infested the business.

Among the seventy men of well known business firms who signed a petition for the Bill were Donald D. Wyman, Bay State Nurseries, No. Abington, Mass.; T. C. Thurlow's Sons, Inc., West Newbury, Mass.; W. G. Wyman, Littlefield-Wyman Nurseries, North Abington, Mass.; G. H. Frost, Brae Burn Nurseries, West Newton, Mass.; Richard Wyman, Framingham Nurseries, Framingham, Mass.; James Brandley, Walpole, Mass.; and Julius Heurin, South Braintree, Mass.

Manchester is becoming the New England headquarters for nursery stock. This business started some years ago when the C. R. Burr Company bought the Hubbard Farm on Oakland street. From a small beginning the business has developed until it is now one of the largest nursery concerns in New England. From the Burr Nursery several other concerns have branched out, including Heath & Company, the C. E. Wilson Nurseries and the Charles Vanderbrook & Son Nursery. All these concerns have their headquarters here and raise most of their stock in Manchester. At this time of the year large shipments are made both by express and parcel post. The nursery business is a big item in the postal receipts of the local office. It also materially increases the express business of the town, and best of all the industry gives employment to hundreds of men and women all the year round. The nursery business has the entire country for a market and it is sure to develop into greater proportions.—*From Manchester Evening Herald, 4-23-23.*

THE JAPANESE BEETLE QUARANTINE

The regulations governing the Japanese Beetle Quarantine have been revised.

A new policy has been adopted, involving what is termed the "Zoning System." This allows free movement of locally produced products within the quarantined district and gives an opportunity to inspect those likely to spread the beetle that are shipped out of the infected area.

The regions now listed in New Jersey are as follows: City of Bordentown, and the townships of Bordentown, Mansfield, Springfield, New Hanover, Pemberton, Southampton, Tabernacle and Shamong in Burlington county; the townships of Waterford, Winslow and Gloucester in Camden county; and the townships of Washington, Mantua, East Greenwich and Greenwich in Gloucester county. The following townships of Tinicum and Darby and boroughs of Collingdale and Yeadon in Delaware county; all of Philadelphia county; the townships of Cheltenham, Abington and Moreland in Montgomery county; the township of Southampton, borough of Langhorne, and the townships of Middletown and Falls, in Bucks county.

By having an outer zone or projecting belt drawn around the infested area it is hoped close touch can be kept with its spread and prompt steps taken to combat it. Its natural spread by flight is comparatively limited and the object of quarantine restrictions on carrying products is to restrain its spread locally and by long jumps by such agencies until means of artificial control can be developed or until control is brought about by the introduction and establishment of natural enemies.

"THE AMATEUR'S GUIDE TO LANDSCAPE GARDENING."

By E. C. Hilborn

This booklet was not written or gotten up to sell through book stores, but with the same object the nurseryman writes his catalog to create an interest in planting.

It is an extremely creditable piece of work and one which should be in large demand by nurserymen for the use of their salesman and to send to their prospective customers.

To quote President Paul Lindley, "If a nurseryman would sit up at nights working for the good of his business and then sell his thoughts at cost, some of his friends should say it with fruits for him." And that is what the author, E. C. Hilborn, has done.

It is along the line of the books gotten out by the market development committee, but exclusively on the subject of landscape gardening. It does one thing and does it well, presents the fundamental principles of the subject. It is not cluttered up with names of plants that only confuse the lay reader, but in simple language the principles of landscape gardening driving the point home with very appropriate illustrations.

E. C. Hilborn, the author, is proprietor of the Northwest Nursery Company, Valley City, North Dakota and naturally treats the subject of landscape gardening along the lines to fit northern homes.

UNITED STATES CIVIL SERVICE EXAMINATIONS

The United States Civil Service Commission announces the following open competitive examinations:

ASSISTANT IN PLANT PROPAGATION

The examination will be held throughout the country on May 23. It is to fill two vacancies in the Bureau of Plant Industry, Department of Agriculture, one at Washington, D. C., and the other at Bell, Md., at entrance salaries ranging from \$1,200 to \$1,600 a year, plus the increase of \$20 a month granted by Congress, and vacancies in positions requiring similar qualifications.

The duties of the position consist of propagating and caring for plants under glass, planting and caring for nursery stock in the field, packing plants for shipment, preparing labels, and keeping notes on new plant introductions.

Competitors will be rated on the subjects of propagation of economic plants by vegetative means, propagation of economic plants by seed, nursery practice, greenhouse management, and education and experience.

SILVICULTURIST, \$3,000 TO \$3,840 A YEAR

ASSOCIATE SILVICULTURIST, \$2,400 TO \$2,880 A YEAR

ASSISTANT SILVICULTURIST, \$1,800 TO \$2,280 A YEAR

The receipt of applications will close on June 5. The examination is to fill vacancies in the Forest Service, Department of Agriculture, for duty in the field, and vacancies in positions requiring similar qualifications.

Appointees at a salary of \$2,500 a year or less may be allowed the increase of \$20 a month granted by Congress.

The duties of silviculturists and associate silviculturist are to plan, carry out, and prepare for publication the results of investigations, and experiments in the silvics and silviculture of trees and forests and their ecological relations, including such subjects as seed, nursery practice, planting and sowing, natural reproduction, methods of cutting, relation of forests to stream flow and erosion, protection from fire, diseases, and other injurious factors, forests types, volume growth, yield, etc. The duties of assistant silviculturists are to assist in the work of silviculturists and associate silviculturists.

Competitors will not be required to report for examination, but will be rated on their education, experience, and fitness, and writings to be filed with the application.

Full information and application blanks may be obtained from the United States Civil Service Commission, Washington, D. C., or the secretary of the board of U. S. civil service examiners at the post office or customhouse in any city.

HOW TO GROW ROSES

By Robert Pyle

When a man does a good job he ought to be proud of it and Robert Pyle has made a good job of his fourteenth edition of "How To Grow Roses."

A practical work written by a poet-artist about a subject of which he is master and that subject *Roses* is perhaps the best summary of the work. For the nurseryman and florist it will act as a winsome introductory of the rose to their customers. It ably bridges the gulf that separates the commercial rose grower who has roses to sell from the would be purchaser, presenting the rose family so intimately that the veriest neophyte can hardly help but become enthused.

The book of course is written for the layman and only touches lightly on budding or propagation but the lists of tested varieties, classification, hardiness, descriptions, should be invaluable to the nurseryman.

The book contains 189 pages, is handsomely gotten up, copiously illustrated with colored plates and half tones, and published by the Conrad & Jones Company, West Grove, Penna.

NATIONAL FLOWER AND GARDEN EXHIBIT

TWELVE WEEKS' EXPOSITION AT ATLANTIC CITY THIS SUMMER TO FEATURE ESSENTIALS FOR THE GARDEN

Delegates and visitors to the American Seed Trade Association Convention in Atlantic City, June 26, 29, will be guests of Exposition management, all of whom will be provided with complimentary admission to all of the attractions of the Million Dollar Pier including Exposition, by courtesy of the Exposition Management.

The Garden and Flower Exhibit Features of the American Home and City Beautiful Association Exposition to be held June 16 to September 8, 1923, on the Million Dollar Pier of Atlantic City are of the greatest interest to the industry on account of the far reaching possibilities which are afforded through this important national exhibition event. On account of the long period of the exposition and the millions of Americans who will have the opportunity to view exhibits it is without question the greatest opportunity of the year for the flower and garden industry to "Say It With Flowers", and other Garden exhibits to the greatest and best audience that can be reached at any one place in the nation.

The great national exposition is planned to promote all essential details for Home and City Beautification, and as the garden is such an important essential for this attainment, the Exposition management has decided to feature in every possible way the importance of the garden industry and it confidently expects the hearty support of the leaders in this industry.

The following societies have been invited to have their interests represented at the Exposition:

American Sweet Pea Society, American Orchid Society, American Seed Trade Association, American Society for Horticultural Science, American Society of Landscape Architects, National Flower Growers Association, New England Nurserymen's Association, New Jersey Nurserymen's Association, New York State Nurserymen's Association, Pennsylvania Horticultural Society, Garden Club of America, The American Rose Society, American Gladiola Society, American Association of Nurserymen, American Fern Society, American Forestry Association, and other societies interested in the popularization of garden attractions will be invited to participate.

Different weeks during the Exposition will be set aside and known as the "Sweet Pea Week," the "Rose Week," the "Dahlia Week," the "Cut Flower Week," and other seasonable flowers will have a week set aside in their honor when it is anticipated that individuals and societies interested in securing the benefit of the great national publicity made possible will take a keen interest in working for the best possible results.

Prizes will be awarded in a competition plan, as follows:

- Layouts for Suburban Lots
- An Evergreen Garden
- Summer Flower Garden
- Model Vegetable Plot

Prizes will also be offered for fine specimens of different kinds of flowers, plants, and other star features usually conducted in the best flower shows of the country. In connection with the House of the Ancients which the exposition management will erect and exhibit to show contrast in ancient and modern progress as an example of a contemporary type of residence in vogue in the days of the Egyptian Pharaoh Tut-Ankh-Amen, there will be a wonderful Egyptian garden containing every flower that was known to grow in Egypt when this famous ruler was alive.

The Exposition management has sought the advice and co-operation of men prominently connected with the garden industry in order to stage a Garden Exhibit of the utmost importance to the industry. Among those who have freely cooperated are Mr. Arthur Herrington, manager, and Mr. John Young, Secretary of the New York Flower Show.

SCOPE OF EXHIBITION

American manufacturers and distributors of products for extensive distribution, who are offered an opportunity to participate in the exhibits, include the following main groups: Public

and private buildings, materials, equipments and furnishings, the City Beautiful, embracing municipal improvements, hygiene, sanitation, fire and accident prevention; pure food products, confections and beverages; the Garden, seeds, supplies and horticultural accessories; art, sculpture and ornaments; musical instruments and reproducers; recreation, athletics, travel information, and a section for Radio; also one for toys and playthings for kiddies and the grownups.

To show contrast in modern and ancient civilization the exposition management will erect and completely furnish a modern "Home Beautiful," and will also reproduce a "House of the Ancients," as an example of a contemporary type of residence in vogue in the days of the Egyptian Pharaoh Tut-Ankh-Amen.

Management of the exposition is in the hands of A. Conrad Ekholm, exposition manager, former President of the Avenue Hotel Association of Atlantic City, and director of many expositions in the resort. It is under the auspices of the American Home and City Beautiful Association, with the two-fold object of encouraging the use of products of American manufacture and education of the public in home and city beautification.

The Exposition will open June 16th, and continue until September 8th, 1923, throughout Atlantic City's great summer season when transportation officials estimate that over ten million people visit the resort.

All of the exhibit floor space of the Million Dollar Pier, America's finest and largest exhibition structure, in excess of 100,000 square feet, has been engaged for this exhibit, which will rival the greatest of those of European countries. It offers unexcelled advantages to American manufactures to simplify their distribution and sales problems, to introduce and popularize their products, stimulate sales and enlarge their markets. They will be enabled to reach the buyers and merchants of their products who come to Atlantic City in great numbers, as well as the ultimate consumers. Orders may be taken for goods in a wholesale as well as retail way for delivery to any destination, and owing to the great remunerative possibilities to exhibitors, the event promises to be highly profitable to all who participate.

Leading industrial concerns are taking keen interest in the coming exposition because the project is in line with modern methods to promote industrial progress of the nation and it is generally recognized that there is no better place than Atlantic City for an exposition of this nature for reaching all classes with whom they seek to transact business and in greater numbers, including the consuming public, buyers and merchants, than can be reached anywhere else or by other methods at the same extremely moderate cost.

The exposition management offers to send an Exposition Folder and floor plan free to any one interested who will write to A. Conrad Ekholm, manager, American Home and City Beautiful Exposition, Care Million Dollar Pier, Atlantic City, N. J.

CHILDS SEED, BULB AND PLANT BUSINESS AT FLORAL PARK, L. I., SOLD

The John Lewis Childs Seed, Bulb and Plant business at Floral Park, L. I., was sold recently to Edward T. Bromfield, of Garden City, L. I. The present administration will continue to conduct the business until July 1, 1923, when the formal transfer will be made.

Former State Senator John Lewis Childs came to Long Island from Maine about forty-five years ago and associated himself with the seed and nursery concern of V. H. Hallock, Son & Thorp, of Queens, L. I., but very shortly thereafter established the business in his own name, at what was then East Hinsdale and which grew so rapidly that Mr. Childs purchased several farms in the neighborhood and established and named the now rapidly growing village of Floral Park, but which at that time

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.

SUGAR MAPLE, 5 to 7 feet, once transplanted, for lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum
Cherry and Quince

Small Fruits

Ornamental Trees

Shrubs

Evergreens

Paeonies

Perennials

Roses

W. & T. SMITH COMPANY
Geneva, N. Y.

77 Years

1000 Acres

Write for special prices

Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

May, 1923.

NURSERY SPADES

EXTRA LONG STRAPS

and

REINFORCED AT
BEND OF HANDLE

also where

STRAP IS WELDED
TO BLADE

*Made in Either Square
or Round Point*

T. ROWLAND'S SONS, INC.
Cheltenham -:- Penna.

was largely composed of the employees of the Childs establishment.

The large buildings devoted to this business, together with acres of flowers grown every season, have made Floral Park one of the beauty spots of this section of Long Island.

Mr. Childs remained in charge of the business until his death in March, 1921.

Mrs. John Lewis Childs and her sons will retire from this business to devote themselves to their property interests at Floral Park and in California and to their wholesale flower business at Flowerfield, Long Island.

Mr. Arthur H. Goldsmith, who has been identified with the Floral Park concern for many years, will continue with the new administration.

Mr. Edward T. Bromfield, who has purchased the Childs business at Floral Park, is proprietor of the Edward T. Bromfield Seed Co., of Garden City, L. I., which he proposes to consolidate with the Floral Park concern July first next and to continue the seed, bulk and plant business at Floral Park under the name of John Lewis Childs Seed Co., along the same lines as heretofore which has long been recognized as one of the largest mail order seed houses in the country.

William J. Flemmer, Jr., Princeton Nurseries, N. J., writing under date of April 24th says:

We are head over heels in the largest spring season we have ever had. It sure keeps us stepping with a shortage of help, but we see daylight ahead now.

Everything points towards continued good business if conditions keep within season in other trades.

CAYUGA, A NEW PEAR FOR NEW YORK

A Seedling of Seckel, Which It Resembles— May Be Blight Resistant

A high quality pear with more resistance to blight than any of the standard commercial sorts now grown in the State has long been the aim of the pear breeding work in progress at the New York Agricultural Experiment Station at Geneva. The Station horticulturists announce that out of more than 2,000 seedlings tested by them only 8 Seckel seedlings have given sufficient promise to merit further testing. One of these, named Cayuga by the Station workers, is now being distributed by the New York State Fruit Testing Cooperative Association, Inc., for further trial.

"As grown on the Station grounds, Cayuga seems to be about all that could be desired in tree characters," says the Station horticulturist. "The young trees are vigorous, healthy, and free from blight, altho this does not necessarily mean that the new variety is blight proof. It will take years and plantings under many conditions to determine this point.

"The fruit of Cayuga averages as large as that of Bartlett, altho in shape it resembles Seckel and in color Clairgeau. The quality of the new variety is better than that of any standard sort except Seckel. The flesh is firm and fine in texture quite to the center, and the flavor is the rich, delectable flavor of Seckel, altho Cayuga is not quite so spicy as Seckel.

"Of all fruits, it is most difficult to predict whether a new pear will make its way in commercial culture, and about all that can be said of Cayuga is that it is well worth trying."

GROWERS WARNED BY WIRELESS

A new and probably the first use of wireless for horticultural instruction was made from London, on April 7, when Mr. Laurence Cook, of Stuart Low and Co., Bush Hill Park, gave a huge audience a lecture on Roses, paying special attention to town gardens and asking his hearers to prune the H. T. section hard. He warned them also against the Dutch roses being dumped into this country, as on account of the moist, sandy and peaty soils of Holland, their trees die back badly and never succeed in this country. The fact that horticulture returned the best value for time and money as a hobby, was pointed out by the lecturer, a fact which should always be remembered by our trade. *Horticultural Trade Journal*.

PLAN TO PLANT ANOTHER TREE

April 18, 1923.

Fellow Nurserymen:

\$5,395.00 has been subscribed toward the \$10,000.00 fund for 1923. Let us make up this balance now. Send your check in today to Wm. A. Peterson, 30 N. La Salle street, Chicago, Ill.

Every nurseryman, large or small, is expected to subscribe something. Help put the nursery business on the map. Mail your check today. The money is needed badly right now.

Yours very truly,

PLAN TO PLANT ANOTHER TREE CAMPAIGN.

Finance committee, Paul Stark, Louisiana, Mo.; F. J. Littleford, Downers Grove, Ill.; E. C. Hilborn, Valley City, N. Dak.; Roy F. Wilcox, Montebello, Cal.; C. H. Perkins, Newark, N. Y.; V. D. Hill, Dundee, Ill.; W. A. Peterson, Chicago, Ill.; A. E. Nelson, Chicago, Ill.

Mail your check to Wm. A. Peterson, 30 N. La Salle street, Chicago, Ill.

April 19, 1923.

The National Nurseryman,
Hatboro, Pa.

Gentlemen:

Reading the article published in April number of our valuable paper "The National Nurseryman" regarding folks buying nursery stock from 5 and 10c stores. I happen to know of one person in particular who bought from one of these stores in Baltimore City, rose bushes at the impossible price of 10c. They advertised this information to several of their friends who also bought of this stock.

Now I know that it would be detrimental for any nurseryman to offer his nursery stock found on the counters of these stores and I cannot help but believe that he, even though we know not his name, is doing himself harm rather than creating a demand for his products. No real nurseryman would do this sort of thing and I sincerely hope that he awakens to the fact that he is not only getting rid of dead stock, but he is dead himself as a nurseryman.

Very truly yours,

H. J. HOHMAN.

NOT PRICE



BUT QUALITY

T R E E S E E D S

LET US QUOTE YOU OUR ATTRACTIVE PRICE

T. SAKATA & CO.

SEED GROWERS AND MERCHANTS

YOKOHAMA, JAPAN

Sakai-Cho, Opposite Park

Branch Office—20 East Jackson Blvd., Chicago, Ill.

Pear blight is no longer injurious if you use our Blight-Resistant Ussuriensis Pear Seed Book now for immediate delivery—Attractively priced.

"International in Scope—Individual in Service"

HILL'S EVERGREENS

FOR LINING OUT

Complete assortment of Evergreens, including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Boitas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

WRITE FOR WHOLESALE TRADE LIST

THE D. HILL NURSERY CO., INC.

BOX 401

DUNDEE, ILLINOIS.

"BEDFORD GROWN"

Muhgo Pines, 12-18 in.; Thuya's Globosa, 10 in. across; Hoveyi, 12-18 in.; Tom Thumb, 12-18 in.; Pyramidalis, 2-2½ ft.; Vervaeneana, 18 in., and Sibirica, 18 in.

Red Cedars, 18-30 in.; Hemlocks, 2½ ft.; Bush Box, 6-8 in.; American Arborvitae, 2-3 ft.

No better stock ever offered

Send for special price list covering also young potted evergreens for bedding out in early spring.

THE NEW ENGLAND NURSERIES, BEDFORD MASS.**FOREST TREE SEEDLINGS AND SHRUBS**

We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as Bethula Nigra, Catalpa Speciosa, Cornus Florida, Elm, Poplar, Locust, Walnut.

SHRUBS, such as Altheas in varieties, Barberry Thunbergii seedlings, Calycan thus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttii. Write for quotations.

FOREST NURSERY COMPANY

Boyd Brothers,

McMINNVILLE, TENN.

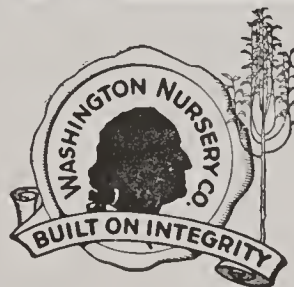
EVERYTHING IN SEEDS, BULBS AND PLANTS AND ROOTED CUTTINGS

ROMAN J. IRWIN, Inc.

43 W. 18th Street

New York City

Clean volcanic ash soil on Yakima Indian Reservation, and moisture under control enables us to build good trees.



We've been growing and delivering dependable nursery stock since 1903.

Thoroughly Matured Seedlings

Washington Nursery Co.

TOPPENISH, WASHINGTON

(IN THE FAMOUS YAKIMA VALLEY) Box P-1

WHERE ?

CAN WE OBTAIN

PLUMSGENERAL HAND
WASHINGTON**FARR NURSERY CO.**

WYOMISSING, PA.

RICE BROTHERS CO.

Geneva, N. Y.

A		Fruit trees
General	on	Ornamental trees
Surplus		Shrubs and Roses

Write for prices.

Retinosporus Pisifera, Squarosa Veitchii Per 100 and per 1000
AUDUBON Nursery, H. Verzaal, Prop., P. O. Box 275, Wilmington, N. C.

When writing to Advertisers please mention the National Nurseryman.

CHERRY GROWERS ADVISED OF IMPROVED SORT

Chase Sour Cherry Should Supplant Morello, Say Fruit Men From the New York Agricultural Station

The Chase sour cherry, believed to have originated near Riga, Monroe County, New York, has proved so satisfactory on the grounds of the Experiment Station at Geneva that the Station fruit specialists are recommending that it be planted in place of English Morello, the standard late sour cherry for North America. The Chase is described as being of the same type of cherry as the Morello but with fewer faults.

"The trees of the Chase are larger, healthier, more spreading, and the branches do not droop as do those of Morello," says the Station horticulturist. "The leaves are larger and the fruit better distributed. The cherries are larger; possess the same dark color and shape of the Morello, except with a deeper cavity; and ripen a little earlier, but are much milder in flavor and therefore pleasanter to eat out of hand than the sour, astringent Morello. The Chase is an improved Morello and should be planted in place of that well-known variety."

RED SPY NOW OFFERED APPLE GROWERS

Offshoot From Northern Spy Attracts by Its Beauty of Fruit

A typical Northern Spy apple with a solid, bright red color without stripes or splashes grown on the grounds of the New York Agricultural Experiment Station at Geneva, is attracting much attention among fruit growers and is declared by all those who have seen it to be the handsomest Spy ever seen. Clones of the Red Spy were received by the Station horticulturists in 1910 from C. E. Green of Victor, New York, but the trees did not fruit until 1920. The color of the fruit is the only difference to be noted between this new sort and its parent.

"Whoever grows Northern Spy, either for profit or pleasure, should try Red Spy," says the Station horticulturist. "It is true that the new variety has the serious fault of the parent, that of coming in bearing late, but there are many good characters to offset this fault. Thus, there are delectable quality and great beauty in the fruits, and in the tree hardiness, healthfulness, productiveness, and reliability in bearing to commend these two varieties. Nor should it be forgotten that the trees are long lived, nearly perfect orchard plants, and they bloom very late thereby often escaping late spring frosts which ruin the crops of other varieties. Northern Spy is still one of the best apples for New York, and Red Spy, with its beautiful fruits, will give new life to this old sort."

SPRAYING CHERRIES FOR LEAF SPOT

Trees Greatly Weakened By Repeated Attacks of Disease

Last summer many cherry plantings in New York State shed their leaves prematurely due to a severe outbreak of the cherry leaf spot disease, says the plant disease specialist at the New York Agricultural Experiment Station at Geneva. The early shedding of the leaves in this way, year after year, greatly weakens the trees and may eventually kill them, it is said. Last year's fallen leaves will be the chief source of infection this spring unless they were plowed under in the fall, says this Station authority, and in any event the fruit grower will find it well worth while to take the necessary steps to prevent another outbreak of the disease this coming season.

"Removing the chief source of infection by plowing under the leaves is the first step in the successful control of the disease," says the Station specialist, "but plans should be made for following this up with lime-sulphur spray to be applied (1) just as the petals fall in the spring, (2) about ten days later, and (3) just before the fruit turns red. A fourth application is sometimes made to good advantage shortly after fruit is harvested. Sweet and sour cherries are equally susceptible to the disease, but care must be exercised in spraying sweet cherries as they are subject to burning with lime-sulphur. A mixture containing 1 gallon of standard strength lime-sulfur to 40 gallons of water will give best results with sour cherries, while for sweet cherries the proportion should be 1 gallon of lime-sulfur to 50 gallons of water."

NITROGEN BENEFITS ORCHARD IN SOD MULCH

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Required by the ACT OF CONGRESS OF AUGUST 24, 1912, of
the NATIONAL NURSERYMAN, published monthly at Hat-
boro, Pa., for April 1, 1923.

State of Pennsylvania,
County of Montgomery.

Before me, a Notary Public in and for the State and the county
aforesaid, personally appeared Thomas B. Meehan, who, having
been duly sworn according to law, deposes and says that he is
the Business Manager of the NATIONAL NURSERYMAN, and
that the following is, to the best of his knowledge and belief, a
true statement of the ownership, management (and if a daily
paper, the circulation), etc., of the aforesaid publication for the
date shown in the above caption, required by the Act of August
24, 1912, embodied in Section 443, Postal Laws and Regulations,
printed on the reverse side of this form: to wit:

1. That the names and addresses of the publisher, editor,
managing editor and business managers are.

Publisher—THE NATIONAL NURSERYMAN PUBLISHING
CO., INC., Hatboro, Pa.

Editor—ERNEST HEMMING, Easton, Maryland.

Business Manager—THOMAS B. MEEHAN, Dresher, Pa.

2. That the owners are:

James McHutchison, Jersey City, N. J.

Thomas B. Meehan, Dresher, Pa.

Penrose Robinson, Hatboro, Pa.

O. E. C. Robinson, Hatboro, Pa.

Albert F. Meehan, Mt. Airy, Phila., Pa.

3. That the known bondholders, mortgagees and other secur-
ity holders owning or holding 1 per cent, or more of total amount
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4. That the two paragraphs next above, giving the names of
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or indirect in the said stock, bonds or other securities than as so
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THOMAS B. MEEHAN, Business Manager.

Sworn to and subscribed before me this 27th day of March, 1923.

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INCORPORATED 1902

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Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining
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Paragon (M. B. Twig)	200 400

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	4 to 6 Ft. $\frac{5}{8}$ and up	4 to 5 Ft. $\frac{9}{16}$ - $\frac{5}{8}$	3 $\frac{1}{2}$ to 5 Ft. $\frac{1}{2}$ - $\frac{9}{16}$	3 to 4 Ft. $\frac{7}{16}$ - $\frac{1}{2}$	2 to 3 Ft. $\frac{3}{8}$ - $\frac{1}{16}$
Baldwin	2000
Ben Davis	200
Delicious	2000	...	2000
Gano	1000
Grimes Golden	3000	2500
Jonathan	300
Lowland Raspberry	100
McIntosh	1000
Maiden Blush	100	100
Oldenburg (Duchess)	300
Paragon (M. B. Twig)	300
Rome Beauty 1000	3000	2000	2800	1200	
Stayman's Winesap 6000	6000	4000	3000	2000	
Wealthy	3000	2500	2000	
Williams E. Red	2000	1500	1000	
Winesap 1000	2000	1000	700	300	
Winter Banana 200	400	100	50	50	
Yellow Transparent 4000	8000	4000	4000	4000	
York Imperial	1000	500	
R. I. Greening	1000	1000	1000	1000	

SWEET CHERRY TREES—

1 Yr. Budded

1000 Black Tartarian	1000 Napoleon
1000 Bing	1000 Schmidt's Big
1000 Gov. Wood	1000 Windsor
1000 Lambert	1000 Yellow Spanish

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1000 Dyehouse	3000 Early Richmond
1000 English Morrella	1000 May Duke
2000 Montmorency	

PEAR TREES—1 Yr. Budded on French Roots

2000 Bartlett	1000 Seckel
1000 Clapp's Favorite	100 Laurence
1000 Duchess	100 Warden-Seckel
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	1 In. 1 ft.	$\frac{3}{4}$ In. $\frac{5}{8}$ to 7 ft.	$\frac{9}{16}$ In. 5 to 6 ft.	$\frac{1}{2}$ In. 4 to 5 ft.	$\frac{7}{16}$ In. 3 to 4 ft.	$\frac{5}{16}$ In. 2 to 3 ft.	1 to 2 ft.
Belle of Georgia	2000	8000	9000	12000	14000	6000	4000
Brackett	...	100	100	500
Carman	100	500	...	4000	4000	3000	2000
Elberta	2000	5000	6000	8000	8000	8000	8000
Hiley	100	500	1000	4000	9000	9000	9000
Krummels	200	500
Late Crawford	100	100	500	1000	500

PLUM—1 Yr. Budded on Plum Roots

100 Abundance	100 Lombard
100 Burbank	100 Imperial Gage
100 Bradshaw	100 Red June
100 German Prune	400 Shropshire Damson (2 to 3 ft.)

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	6-7 ft. 1 in. up	5-7 ft. $\frac{3}{4}$ -1	5-6 ft. $\frac{11}{16}$	4-6 ft. $\frac{5}{8}$
Kieffer	5000	8000	7000	3000

KIEFFER PEAR TREES—1 Yr. Budded

	5-7 ft. $\frac{11}{16}$	5-6 ft. $\frac{5}{8}$ - $\frac{11}{16}$	4-5 ft. $\frac{1}{2}$ - $\frac{5}{8}$	3-4 ft. $\frac{7}{16}$ - $\frac{1}{2}$
Kieffer	8000	12000	5000	3000

QUINCE TREES—1 Yr. Budded

1000 Champion	1000 Orange
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8000 French Lawton
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400 Ward
25000 Early Harvest
8000 Iceburg
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5000 Concord	5000 Niagara
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THE NATIONAL NURSERYMAN



JUNE 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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THE UNITED STATES**

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BADGE 33

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THE

North-Eastern Forestry Co.

CESHIRE

...Connecticut...

TO THE TRADE ONLY

We Grow and Sell a General Assortment of
Nursery Stock. Strong on

**Apple, Pear, Cherry, Plum and Prune
Fruit Tree Seedlings, Small Fruit Plants
and Portland Roses**

*Advance Price List Now Ready. If You Do Not
Have It, Write and It Will Be Mailed Promptly.*

Remember, We Are

Headquarters for Nursery Supplies

Portland Wholesale Nursery Co.

971 SANDY BOULEVARD

PORTLAND : : OREGON

PAINESVILLE NURSERIES

GOOD MORNING!

**Have You Seen Anything of Our
Trademark?**

It has been right here in this place about two years—but never mind, what we really want to say is this: During and ever since the war, we haven't had much to say about ourselves as a general wholesale supply house, so didn't say it.

Our production was seriously handicapped, and we knew our old line patrons would inquire anyhow, without advertising.

It was mighty embarrassing to meet you at conventions and have to shake our heads when you spoke in big figures. For it is no secret we have not been able to keep up in propagation, and have been far short of former years in supply of many lines.

It is with great pleasure, therefore, we embrace this opportunity to inform you that we have just about caught up with pre-war production, and are now

BACK ON THE JOB

We are not going to dodge any big buyers at this year's convention, and in fact *dare* you to give us your want lists. As formerly, we aim from now on to be **HEAD-QUARTERS FOR GENERAL NURSERY SUPPLY—ALL LINES.**

Cordially and sincerely yours,

THE STORRS & HARRISON CO.

NURSEYMEN --- FLORISTS --- SEEDSMEN

ESTABLISHED
1854

PAINESVILLE, OHIO.

1200 ACRES
45 GREENHOUSES

Subscribers to "Nurserymen's Fund for Market Development."

When writing to Advertisers please mention the National Nurseryman.

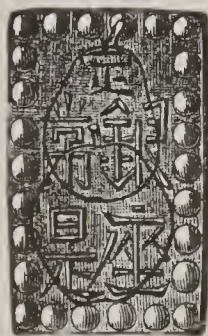
J. H. SKINNER & CO.**Topeka****Kansas***We Offer***APPLE TREES****APPLE SEEDLINGS****JAPAN PEAR SEEDLINGS****FOREST TREE SEEDLINGS:**

American White Elm

Black Locust

Honey Locust

Catalpa Speciosa

SPIREA VAN HOUTTI, 1 Year:for transplanting; also 2 to 3
feet and 3 to 4 feet stock

**Offer Our Usual
Large Assortment of
Fruit Trees, Shrubs,
Roses & Hedge Plants
for Fall 1923.**

*Prices and Variety List
Ready Now*

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,
HUNTSVILLE, ALA.

1872—1923

Pies—And Other Things

Bill said he had three different kinds of Pie at the party: "kivered pie, cross-barred pie and open-face pie." But Bill admitted that while they looked different, they tasted the same. They all had apples on the inside. And of course it's the apples that make an apple pie—not the crust.

Now aren't a lot of catalogues like that?—the covers look different, but the insides are the same. All catalogues tell about Elberta and Bartlett and Delicious; only one catalogue can tell about your stock of those things and that's your catalogue.

And a Nursery Catalogue has just naturally got to be a lot better than any other kind of catalogue. That's because you are all offering about the same things; nothing patented, nothing exclusive. Your catalogue's salesmanship has to be centered on telling folks why they ought to buy from you. So it has to be personal; it has to represent you and your goods and your nursery. That is the sort of catalogue we want to make; to help develop each firm's selling points.

Our Nursery Printing Department is managed by a nurseryman. He doesn't know beans about printing; the shop takes care of that; but he knows a lot about selling nursery stock. He has sold stock to nearly all of you, except possibly a dozen or so. He knows growing and selling, knows varieties, knows your own line and your selling problems.

We have a complete equipment for illustrating and printing catalogues for nurserymen. There are a lot of good printers and yet we think that such equipment as we have for printing, combined with actual experience in the nursery business, is a unique combination and offers service that can be turned to profitable use.

THE DuBOIS PRESS*Horticultural Color Printers*

ROCHESTER, NEW YORK



A General Variety of Nursery Stock



**35,000 Norway Maple and American Elm,
also Montmorency and Early Richmond
Cherry, 1 year, in car lots or less.**



C. M. Hobbs & Sons
BRIDGEPORT - - Indiana

The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI.

HATBORO, PENNA., JUNE 1923

No. 6

Radio Talk on Roses

By Robert Pyle, Conrad & Jones Company, West Grove, Pa., Broadcasted From WJZ, Newark, N. J.

Ladies and Gentlemen:

Whatever of value I may be able to say to you during the next few minutes will reach you, of course, solely through your sense of hearing, but the Rose herself you will find is vastly more entrancing than anything I may say about her, partly because she can appeal to you through three of your sense channels, all at the same time—your sense of touch and of smell and of sight.

If I could hand each of you a bouquet of roses, or even one rose, would it not please you to hold it in your hand and feel the cool petals against your face as you buried your nose close up to get a deep draught of that exquisite fragrance; and then I know, by the seeing of your eye, you would become enraptured with its beauty of form and color.

Do you not agree with me that its capacity so unerringly to reach the heart of man through any one, or all three, of these sense channels, probably accounts for the fact that throughout all ages, as far back as we have any record, the Rose has been man's most cherished companion in the floral kingdom. Six hundred years before Christ the Grecian Poetess sappho wrote:

"Would Jove appoint some flower to reign
In matchless beauty on the plain
The Rose (mankind will all agree)
The Rose The Queen of Flowers should be."

Do you realize that over twenty centuries before Columbus set foot on this continent another Grecian, the Poet Anacreon wrote:

"O lovely Rose! to thee I sing!
Thou sweetest, fairest child of Spring!"

Pliny carefully described the Rose of his day and Herodotus of an earlier time, and, confirming its use by the Jews, fully a thousand years before Christ, Solomon gives us proof of the esteem in which the Rose was held, and later Isaiah writes—"And the desert shall rejoice and blossom as the Rose."

Without doubt the rose has the most ancient ancestry and the most interesting history of any plant in your garden. Poets and Philosophers, Pagans and Christians, potentates of church and state, have cherished its use as a sacred symbol, have emblazoned it on their banners and struck it upon their coins. From time immemorial the Rose has been a part of the experience of the race.

As an example of how a custom will outlive dynasties, we learn that capricious Cupid in the age of fable gave a rose to Harpocrates to keep silent regarding certain meetings on the part of other gods. So began the custom among Grecian tribes to suspend a rose from the ceiling of their meeting place while the council was in session as a symbol of secrecy, and to this day our term "Sub-Rosa"—meaning "under the Rose" betokens a similar secret understanding.

Even though the Rose has blushed and breathed its fragrance for church and state, for Queen and Court, in war and peace in the past, it is the present day use of the rose which will probably interest my audience most. How many of you who are listening know the pleasure to be had from roses either as cut flowers or on your lawn.

How many of you noticed when motoring across almost any state in Rose time that only a few folks even yet have begun to realize the possibilities of pleasure, uplift and spiritual refreshment that lie latent in the use of the rose about the home.

As yet more spectacular development and one which promises unlimited growth is the Rosification of our Highways as is now advocated by a chain of towns in the Finger Lake Section of New York State.

However, the railroads have stolen a march on the State Highway folks, and few indeed are those who travel in June over the N. Y. N. H. & H. for example, near Mount Vernon, who cannot testify to the heightened scenic beauty of the railroad embankments which have been beautified with trailing roses. Edward Bok, formerly editor of "The Ladies' Home Journal" began this practice by inducing the Pennsylvania Railroad to permit him to plant trailing roses along their right of way near Merion Station. Last autumn the speaker had the privilege of co-operating with the Long Island Railroad, which will shortly have a similar display out Jamaica way. People just love to see a sight of this kind, and this, added to the fact that certain roses are unexcelled for retaining embankments against erosion, are reasons for predicting that such enterprise on the part of railroads is likely to become much more extensive in the future.

Last summer at the Annual Convention of the American Park Executives held in Minneapolis, after consideration of the subject of Municipal Rose Gardens for Public Parks, the following resolution was unanimously adopted:

"Whereas, experience with Municipal Rose Gardens has proved their possibilities and popularity far in excess of proportionate cost, therefore be it

"Resolved, that we recommend that every Park Board in affiliation with us which has not already adopted this standard shall give earnest consideration to the development of a Rose Garden as a unit of recognized importance in their system."

Happily for those interested, pioneer work of this character for the last fifteen years has proved so abundantly successful as to justify the above endorsement by America's leading Park Executives.

I remember in 1906 on my return from Europe, visiting the recently established Municipal Rose Garden in Elizabeth Park, Hartford, Conn. I had been visiting various famous rose gardens on the continent of Europe in contrast to which this little Garden struck me as a very lonely though a very excellent beginning, but it has proved so successful and so popular that Hartford's example is being followed in many other American cities. The Elizabeth Park Rose Garden is but one and a quarter acres in extent. It cost \$2,682.00. The average yearly cost for maintenance has been about 2½c per square foot, it contains 116 rose beds with some 300 varieties, and about 1500 separate plants. It attracts about one hundred thousand people a year and the Superintendent of the Hartford Park System says it is doubtful if any other single acre in the open attracts so many persons to it. He further says that this Rose Garden probably attracts ten thousand people from outside the state to it every year. As an advertisement he thinks the Rose Garden brings back a greater return in money to the city than is expended for its maintenance. Thus the Elizabeth Park Rose Garden has made Hartford famous among Rose lovers throughout the East.

But it has remained for Portland, Oregon, with its splendid climate, to capitalize the Rose as an advertising medium. Portland's organization of Royal Rosarians each year stages a Rose Festival in which the entire city participates and which attracts visitors in large numbers. Portland, Oregon will this year dedicate its Municipal Rose Garden containing 14,000 plants in 1200 separate varieties, elaborately planned and with great

promise; Seattle likewise deserves mention as a community where the Rose is thoroughly appreciated. There is a Rose Garden in the New York Botanical Garden in the Bronx, and a new one of more than usual interest is just being completed in the Brooklyn Botanical Garden, and also in Franklin Park, Boston. Cleveland, Chicago, St. Louis and many other cities might be mentioned, but I think one of the most inspiring examples of a Rose Garden maintained under the difficulties of severe winters is the two acre Rose Garden of Minneapolis, Minn., of which Mr. Wirth its founder wrote me: "I am sure the people would not let us take it away from them."

When the expense of maintenance of a Garden of this character is less than 3c per person per year, based upon actual count of visitors, does it not seem reasonable that every first-class city should require of its park department provision for a Municipal Rose Garden.

Furthermore, a Municipal Rose Garden offers this opportunity: Visitors are often seen taking notes of the Roses they like best, they thus learn which kind to purchase for their own gardens—For, after, home is the best place for roses.

Dr. W. A. Taylor, chief of the Bureau of Plant Industry of the U. S. Department of Agriculture, is responsible for the statement that where folks on a farm can be induced to plant Roses and other flowering plants, the tendency to move off the place is distinctly lessened. In other words, flowers around the house and especially Roses, make that house more a home. By reason of this beauty all members of the family will become more fondly attached to it. In short, planting flowers around the home helps to stabilize the home life of our nation. The increased pleasure afforded to passers-by, especially in this day of increasing motor car travel, is too obvious to need comment.

Many people like roses, but have an idea that they are difficult to grow, but they are not. What is important is that the right varieties should be selected for the place and purpose intended. In the book "How to Grow Roses" recently published I have named 444 varieties, but have arranged these into families or classes, and have otherwise made suggestions that greatly simplify selection. Broadly speaking, we may divide the families into Bush Roses and Climbing Roses. In order to learn the most popular varieties a vote was recently taken among members of the American Rose Society. I have compared the choice of twelve leading Rose experts in ten widely separated sections of this country and have compared this selection with the expressed judgment of leading professional Rose Growers. It is pleasant to find remarkable unanimity of opinion among all these regarding the most satisfactory varieties for amateurs. Among Bush Roses the four most popular were Ophelia, Radiance, Frau Karl Druschki and Mrs. Aaron Ward. And among the climbers, Dr. Van Fleet, Silver Moon, American Pillar, Dorothy Perkins, Paul's Scarlet Climber, with Climbing American Beauty and Tausendschon or Thousand Beauties as close seconds to the last choice. Now, these lists might be greatly extended. For example, they include no Baby Ramblers, which are quite free flowering or continuous in their habits of bloom, though they are not climbers at all, but roses especially desirable for massing or border planting.

We in America, as yet have made little use of the Rose in the landscape or even for planting in shrubbery borders. The Moss Roses, the Sweetbriars with their foliage of exquisite fragrance, and species of Wild Roses—lend themselves particularly well for massing around the edge of one's lawn or in groups or colonies in appropriate places.

If you want roses for screening out some unsightly object, for covering a garage or other rear building, use the Climbers above mentioned. The important thing is to furnish nourishing soil, to prepare the ground by spading it at least 18 inches deep, the deeper the better, and to prune at the right time of year. Here again a little hand book on Roses will be a great aid. Most Roses should be pruned before they start growth in the spring, but Dorothy Perkins and her cousins should be pruned just as soon as they have finished blooming, usually in July. The other roses I have suggested like the Moss, the Sweetbriar and some of the Species require very little pruning. This is also true of Hugonis, the New Golden Rose of China sent to us by the Catholic Priest, Father Hugo, and due to bloom among the very earliest.

The brief resume of rose possibilities for the home lawn would be most incomplete without mention of the spectacular display effects possible with some of our newer climbers. It is a revelation to some people to realize what an abundance of bloom and flowers for cutting may be enjoyed the second and third year after planting. For instance, a good two-year-old bush of Dr. Van Fleet may be had from any first-class nurseryman for about \$1.00. Your own two hands and a spade with a little fertilizer will make a good start this year. Such a bush with us has not infrequently proved its capacity to produce fully one thousand blossoms by the third year and annually thereafter. The cost is quickly forgotten amid the abundance of bloom.

Do you see how easily a few of the right Roses at a very small expense may be made to beautify your archway, arbor, trellis, a pergola or fence in a fashion totally to transform in a few years the appearance of your surroundings?

There is some risk in the way of disease or insects, but if treated from the standpoint of prevention you will have little to cure. Begin as soon as the leaves are formed and spray every two weeks with "All-In-One", or any first class fungicide and insecticide will discourage mildew and black spot from starting. You may have to fight off rose bugs, for which no adequate remedy has been found, though Melrosine is probably as good as anything yet produced.

On behalf of the American Rose Society, permit me to call attention to the advantages of membership in this splendid organization. It is made up of about 3000—mainly amateurs of those who love the Rose. Many think that the Annual publication of over 190 pages, written, this year, by over 89 members and edited by J. Horace McFarland, of Harrisburg, is alone well worth the membership fee of \$3.00 per year. Another privilege this year, greater than ever, will be the opportunity to participate in the Rose Pilgrimages planned by and for the members. These are in preparation for Washington, D. C. about June 1st, Portland, Oregon, June 12th, 13th and 14th; Seattle, Wash., June 19th, 20th and 21st; Boston, Mass. about June 23rd and 24th, with probably arrangements for similar meetings in the neighborhood of Syracuse, New York and Minneapolis, Minn. Full announcements with schedule of the program for visiting outstanding gardens of each neighborhood with names of local officers in charge will be sent to members of record about the third week in May. This announcement will contain a list of members alphabetically and geographically arranged. Thus by joining you will be put in touch with the best Roses, the leading rose activities and the most interesting Rose people to be found in this country. Simply send \$3.00 to me at West Grove, Pa., and I will cheerfully send the 192 page American Rose Society Annual which contains the names of the most reliable rose-growers in this country and other membership privileges, together with a list of Roses recommended above if desired.

Also please write to me if you have among your friends one who would cherish the chance to have his name become known the world over as a benefactor of mankind for a thousand years. Professor Charles Sprague Sargent of the Arnold Arboretum has promised so to honor the Donor of a Memorial Rose Garden such as he would build. I am helping Professor Sargent to find the man who would be willing to pay the amount required. If you could know the joy in store for those who grow their own roses and share the product of this wholesome toil you would not let another season pass without providing for your own home lawn some of these delightfully improved varieties.

CIVIC HONORS FOR PAUL LINDLEY

Mr. Paul C. Lindley, of Pomona, North Carolina, has been elected to the City Council of Greensboro, North Carolina.

Mr. Lindley is evidently held in great esteem by his fellow townsmen as he was third on the list out of twelve candidates.

We congratulate Mr. Lindley on the honor conferred upon him and on the town in securing the services of so able and conscientious a man.

RADIO TALK BY MR. J. EDWARD MOON

President of E. N. A., Broadcasting From WIP

Arrangements were made by F. F. Rockwell, of the Eastern Nurserymen's Association, to have Mr. Edward Moon, Morrisville, Pennsylvania, and president of the association, to give a radio talk, which was broadcasted from WIP, the Gimbel's sending station, Philadelphia, Pa.

Mr. Moon's talk lasted fully fifteen minutes. He quoted at some length from material supplied by Mr. J. A. Young, Aurora, Illinois, secretary of the "Tree Lovers' Association."

The purpose of the message was to encourage tree planting. Of course he had to keep in mind that his audience was wide and varied, perhaps many of them not having ground upon which to plant. On this account he adapted his talk to even those whose facilities for growing plants were confined to a tomato can or a window box.

We submit a brief summary:

This is National Planting Week. I know you all have a desire to plant something—a tree, a bush or a seed. There is no one too old or too young to satisfy this desire. A flower grown in a tomato can on a window ledge is a possibility even for everyone.

Remember that in past summers those homes adorned with window boxes, brilliant with geraniums and festooning vines. All who passed by had respect for the owner of a home so decorated, and those who had such boxes of flowers had the reward of beauty, and the satisfaction of elevating the character of their neighborhood. Let me suggest that boys make window boxes right now and get them up and planted soon. Give the family, especially mother, the pleasure of a window garden.

In the city yard, even if it is small, you can garden there. A tree of Heaven (*Ailanthus*) or a paper-leaved mulberry will grow where nothing else survives, and they will blot out ugly walls and give cooling shade for the children to play under; or the family to rest beneath. Vines will soften the fences. Grapes could be used for this, and they give you fruit in addition. Roses may be planted in your city yard, especially the climbing kinds.

If you are so fortunate as to live in the suburb, of course, you want to plant something. Most likely you went to the suburbs because of the trees and flowers that are there. Contribute to the environment that lured you there, by planning to plant a tree. If ugly views offend, blot them out with shrubbery. Line the garden walks or borders of the yard with flowers that give you an uninterrupted succession of bloom during the open months. Peonies, Iris, Hollyhocks are but a few of the plants to go in such a flower garden. Then there are roses, always roses, that we should have in our gardens for the beauty they give in the garden or the joy that bouquets of them provide.

This is Arbor week as well as Planting Week. Why not have your school plant a tree. Commemorate birthdays by planting trees. Celebrate any occasion by planting a tree. It endures for years and keeps fresh the

memory of the event that it is planted to commemorate.

America needs more trees planted. We are destroying them for our lumber and paper industries at an enormous rate. Our cities need more trees for health and comfort. Our suburbs must have them.

The purpose of my message then is to encourage tree planting. Remember the place in which you live is not a home until it's planted. Now is the time to plant, so make your *house* a *home* with planting. For the necessary plants, and for advice as to what to plant to meet your particular requirements, see your nurseryman or write him today.

THE SCOTCH OR WYCH ELM

Among foreign deciduous trees for ornamental planting in the vicinity of St. Louis the Scotch or Wych elm (*Ulmus glabra*) is one of the most desirable. It is better adapted to our changeable climatic conditions and more able to endure the smoky atmosphere of the city than most trees. It is a splendid tree for lawn and park planting, the head being well massed yet so well broken as to make its general aspect very beautiful. The specimen in the Missouri Botanical Garden shows its typical form. It has a spread of branches of 30 feet and a head of about 40 feet. *Ulmus glabra* generally retains its leaves several weeks longer in the fall than either the English or American elms and consequently is more desirable as a shade tree. It can usually be distinguished from the other elms common in this vicinity by the large very rough leaves with a stalk so short that it is frequently hidden by the base of the blade. The drooping of the branches at their extremities is also characteristic. The word "wych" originally meant "drooping," and the popular name of the tree has nothing to do with witches as is generally supposed.

The Scotch elm is a native of Europe and northern Asia to the Amur region. In some of the more favorable regions of its native habitat it attains a height of 100 to 120 feet, but it is generally much smaller, and a height of 40 to 50 feet may be considered an average. The branches are generally wide-spreading, the lower ones drooping at the extremities, the middle ones horizontal, and the upper ascending, forming an oblong or round-topped head. The bark of the branches remains smooth for many years, hence the specific name "glabra," meaning smooth. The leaves are broad, rough above, hairy beneath, pointed at the apex, obovate to oblong-obovate, sharply and doubly toothed, the teeth pointed forward. The leaf-stalks are very short. The fruit is oval or roundish-obovate, little notched at the apex, with the seed, $\frac{3}{4}$ -1 inch long, in the middle. The flowers are arranged in clusters, each flower having 5-6 stamens.—*Missouri Botanical Garden Bulletin*.

PLAN TO PLANT ANOTHER TREE

The campaign for the year 1923 of the Plan to Plant Another Tree Movement is now over. Strenuous work by J. A. Young and his associates has been highly successful.

To date the nurserymen have subscribed \$6,011.81 of the \$10,000 budget fund.

Forty-Eighth Annual Convention American Association of Nurserymen

June 27th, 28th and 29th, 1923

CONGRESS HOTEL, CHICAGO, ILL.

WEDNESDAY MORNING—9 O'CLOCK

1. Call to order—President Paul C. Lindley, Pomona, N. C.
2. Invocation—Rev. B. E. Chapman, Aurora, Illinois.
3. Adoption of Revised Constitution and By-laws.
4. President's Address—Mr. Paul C. Lindley, Pomona, N. C.
5. Transportation, Secretary and Traffic Managers Report—Mr. Chas. Sizemore, Louisiana, Missouri.
6. Treasurer's Report—Mr. J. W. Hill, Des Moines, Iowa.
7. Appointment of Auditing Committee.
8. Report of Program Committee—Albert F. Meehan, Dresher, Pa.
9. Report of Committee on Arrangements—Mr. A. M. Augustine, Normal, Ill.
10. Report of Finance Committee—Mr. Paul C. Lindley, Pomona, N. C.
11. Report of Arbitration Committee—Mr. M. R. Cashman, Owatonna, Minn.
12. Report of Committee on Distribution—Mr. W. G. McKay, Madison, Wis.

Adjournment

WEDNESDAY AFTERNOON—2 O'CLOCK

13. Report of Vigilance Committee—Mr. L. J. Tucker, Madison, Wis.
14. Report on Legislation and Tariff—Mr. J. Edward Moon, Morrisville, Pa.
15. Report of Committee on Nursery Training in Agricultural Colleges—Mr. John S. Kerr, Sherman, Texas.
16. Report of Committee on Relations with Landscape Architects—Mr. W. E. Campbell, New Haven, Conn.

Adjournment

THURSDAY MORNING—9 O'CLOCK

17. Report of Special Committee on Organization—Mr. Earl E. May, Shenandoah, Iowa.
Discussion.
18. Report of Committee on Nomenclature—Mr. Harlan P. Kelsey, Salem, Mass.
19. Standardization of Horticultural Trade Practice—Mr. Harlan P. Kelsey, Salem, Mass.
Possibilities of Nursery Tree Certification—J. K. Shaw, Research Professor of Pomology, Massachusetts Agricultural College, Amherst, Mass. Illustrated.
20. Trade Ethics—Mr. M. Q. MacDonald, Washington, D. C.

Discussion—Mr. E. P. Bernardin, Parsons, Kansas.

Adjournment

THURSDAY AFTERNOON—2 O'CLOCK

21. Report of Committee on Resolutions—Mr. J. W. Hill, Des Moines, Iowa.
22. Report of Special Committee to Assist Dr. S. B. Detwiler, U. S. Dept. of Agriculture in the Compilation and Republication of an Edition of Quarantine Regulations—Dr. S. B. Detwiler, Washington, D. C.
Mr. A. H. Hill, Dundee, Ill.
23. Report of Advisory Committee to Cooperate with the U. S. Dept. of Agriculture in Developing American Supplies of Raw Material—Mr. Henry B. Chase, Chase, Ala.
24. Report of Progress of Raw Material Investigation—Prof. L. B. Scott, Washington, D. C.
25. Summer Planting—Mr. Walter W. Hillenmeyer, Lexington, Ky.
26. Report of Advisory Committee to Confer with the Federal Horticultural Board Regarding Plant Quarantine—Mr. J. W. Hill, Des Moines, Iowa.
27. Interstate Quarantines—
The Nurseryman's Problem—Mr. Henry B. Chase, Chase, Ala.
Solution of the Problem—Dr. C. L. Marlatt, Chr. Federal Horticultural Board, Washington, D. C.
Discussion.

Adjournment

FRIDAY MORNING—9 O'CLOCK

28. Report of State Vice-President.
29. Election of Officers and Next Place of Meeting.
30. Publicity—
Plan to Plant Another Tree—Mr. J. A. Young, Secretary of the Tree Lovers Association of America, Aurora, Illinois
Attainment Through Cooperation—Mr. C. A. Tonneson, Portland, Oregon.
Mr. F. F. Rockwell, Bridgeton, N. J.
The Press—Mr. J. M. Irvine, Adv. Mgr. "The Country Gentleman," Philadelphia, Pa.
Discussion.
31. Unfinished Business.
32. New Business.
33. Adjournment.

PACIFIC COAST ASS'N OF NURSERYMEN TO MEET AT BOISE, JULY 17-19.

The twenty-first annual convention of the Pacific Coast Association of Nurserymen will be held at Boise, Ida., July 17-19, with headquarters at the Owyhee Hotel. Plans for practical co-operation between agricultural supervisors, extension service people and nurserymen will be discussed, the purpose being to increase the planting of forest, ornamental trees and plants as fast as the public can make proper preparations for substantial results. Nurserymen and landscape architects in Idaho are taking special interest to make the day devoted to aesthetic horticulture, on the programme, interesting

and helpful to the people locally and indirectly for the benefit of the Pacific Coast section.

Surveys covering the entire Pacific Coast states indicate that the demand for good ornamental material will be greater than the supply next season and the same condition prevails with most classes of fruit stock. In evergreens and shrubs, thrifty, well formed plants are wanted and nurserymen who provide for these requirements readily obtain a fair market value for this stock. During the past year 39 nursery firms have been accepted as members of the association.

Members are requested by the executive committee to state what, in their opinion, are important problems and questions that should be considered at the meeting. It is

also the privilege of members to make known their individual problems, in which the executive office can render helpful service. Nurserymen generally realize the importance of these conventions from a business standpoint. The badge book is the recognized medium for disposing of stock or making wants known and applications for space should be made to the secretary as early as possible.

The entertainment features will be of the usual pleasing, instructive and high order of former conventions. Practical business men will address the assembly on live questions of the day at the get-together dinner. Bathing privileges are afforded at the natatorium and side trips to the famous water dams of irrigation projects are contemplated.

The present officers are: Charles T. Hawkes, Caldwell, Ida., president; C. A. Tonneson, Burton, Wash., secretary; C. E. Wright, Kimberly, Ida.; C. H. Smith, Centerville, Utah, and C. D. Hobbs, Milton, Ore., executive committee.

CALIFORNIA ASSOCIATION OF NURSERYMEN

The thirteenth annual convention of the California Association of Nurserymen will be held at Hotel Casa del Rey, Santa Cruz, June 7-9. The following excellent programme has been prepared for the occasion:

SATURDAY MORNING, 10 O'CLOCK

Convention called to order.
 Welcoming address—Mayor of Santa Cruz.
 Response—On behalf of the association.
 President's annual address—Donald McLaren.
 Executive committee report—Fred H. Howard.
 Secretary-Treasurer's annual report—Chancellor K. Grady, 514 Phelan building, San Francisco.
 Report of committee on credits—Roy F. Wilcox.
 Report of committee on commissions to gardeners, etc.—T. A. Sand.
 Reports of standing committees—
 Legislation—W. D. Curtis.
 Transportation—J. D. Meriwether.
 Insects and Diseases—Fred H. Howard.
 Nomenclature—Ernest Braunton.
 Native vegetation—Theodore Payne.
 Trade exhibitions—H. Plath.
 Plants and flowers—John C. Bodger.
 Landscape gardens—O. W. Howard.
 Arboriculture—T. A. Sand.
 Citrus-tropical fruits—J. S. Armstrong.
 Deciduous fruits—W. T. Kirkman, Jr.
 Viticulture—S. A. Gebhart.
 Exhibition gardens—W. B. Clarke.
 (Reports unfinished will go over to Saturday.)
 Nomination of officers—1923-1924.
 Adjournment at 1 P. M.

THURSDAY AFTERNOON, 2 O'CLOCK

Swimming, sightseeing, etc.
 Ladies' Night, entertainment, etc., 8.30 o'clock.

FRIDAY MORNING, 8.30 O'CLOCK

"Rose Growing in California," by W. B. Clarke, horticultural broker, San Jose. Discussion led by Albert Morris, Los Angeles.
 "Some Phases of Bud Selection," by F. W. Anderson, Fresno, of the Nurserymen's Bud Selection Association. Discussion led by Max J. Crow, Gilroy.
 "Root Stocks," by Dr. W. L. Howard, University of California, Discussion led by M. E. Gregory, Marysville.
 "Past, Present and Future of the California Seed Industry," by John C. Bodger, Los Angeles. Discussion led by L. D. Waller, Guadalupe.
 Adjournment.

FRIDAY AFTERNOON, 1:30 O'CLOCK

"Possibilities in Bulb Growing Under Quarantine 37," by Henry C. Washburn, farm advisor, Santa Cruz. Discussion led by Robert O. Lincoln, Santa Cruz.

"Functions of the State Nursery Service Bureau," by Fred C. Brosius, superintendent of nursery service, Sacramento.

Open forum for questions or discussion. "Vacuum Fumigation and its Possibilities," by D. B. Mackie, state entomologist, Sacramento. Discussion led by Roy F. Wilcox, Montebello.

"Development of Apricot, Peach, Shipping Pear, Plum and Prune Industries," by E. J. Wickson, professor emeritus, University of California. Discussion led by J. E. Bergtholdt, Newcastle.

Adjournment.

FRIDAY EVENING, 7.30 O'CLOCK

"The Mendelian Law and its Value as an Applied Principle in Seed Growing," by Dr. Franklin, L. D. Waller Seed Co., Guadalupe. Open for general discussion.

"Landscape Architecture," by Prof. C. L. Flint, University of California. Discussion led by D. W. Coolidge, Pasadena.

Adjournment.

SATURDAY MORNING, 8:30 O'CLOCK

Reports of standing committees (continued from Thursday's session.)

Polls open for election of officers for 1923-1924.

Unfinished business.

New business.

Report of election, and installation of officers.

Adjournment.

SATURDAY AFTERNOON, 1 O'CLOCK

Luncheon at Big Trees, Santa Cruz. In the afternoon those who so desire will be taken on an automobile tour of the principal bulb farms in the vicinity of Santa Cruz.

NEW GRAPES PROVE SUPERIOR

Seven Improved Varieties Developed By Geneva Station

Among the new fruits recently developed by the New York Agricultural Experiment Station at Geneva and now being distributed for further testing thru the New York State Fruit Testing Co-operative Association, Inc., are seven new varieties of grapes which have proved their superiority to existing varieties grown in the Station vineyards. Four of these new grapes, Brocton, Ontario, Portland and Ripley, are green grapes, two, the Dunkirk and the Urbana, are red grapes; and one, the Sheridan, is a black grape, which it is thought will compete with Concord. Some of these new sorts are already well known to grape growers, while all of them are deemed worthy of trial for commercial and home planting.

Several of the new fruit varieties developed by the Station horticulturists are now established commercial sorts, and it is believed that in time some of the new Station grapes will replace varieties which are now regarded as standard.

QUARANTINE 37

PERSONAL LIABILITY AGREEMENT TO REPLACE BOND

Notice has been received from the Federal Horticultural Board that a bond is no longer necessary when importing plants, under the special permit, under regulation 14—quarantine 37.

In the place of it the importer signs a liability agreement, which is based on the invoice value of the imported stock, which in no case exceeds *five thousand dollars*.

This change eliminates the expense which the bond usually involves.

OUR 30TH ANNIVERSARY

The Oldest Nursery Trade Journal in the World

Rochester, New York, May 1, 1923.

The National Nurseryman,
Hatboro, Pennsylvania.

Dear National Nurseryman:

May I not offer my warm congratulations on this anniversary? The date reminds me that today the National Nurseryman completes its thirtieth year, the first number having appeared May 1, 1893. I read that number and I have read every number since then. You will be startled to know that I was old enough to read thirty years ago, but it is a fact. Thirty years is a long time as years are counted, but it seems only a very short time ago. In moving about, I shed some of my impedimenta, including a complete file of The National Nurseryman, so I write from memory.

At first, the journal was covered with heavy white enameled paper, the title being printed in gold on a blue shield. There was no advertising on the cover. The first picture used was a portrait of Thomas Smith, father of Theodore J. Smith, of Geneva, N. Y. Mr. Smith and my father were both English and good friends. I remember very distinctly the arrival of the first number, the first issue of a nursery trade journal ever printed in any country, and our interest in the novelty of it. My father was especially pleased to find the picture of his old friend in it and at once sat down and subscribed for the paper with a letter of appreciation and good wishes that appeared in the following issue. It doesn't seem so long ago.

You started in another generation. Most of the names that appeared in your earlier issues have disappeared. To me, it is interesting to note that contributed articles and editorial comment then touched upon precisely the same subjects that remain today's problems; with this difference: that 30 years ago much more was written about varieties and their propagation, while today the more important question is recognized as that of sales and distribution.

And so, having rounded out 30 years of chronicling nursery history, may I not, as a genuine "Old Subscriber" and "Constant Reader," congratulate you upon the record and wish you many more years of happiness and prosperity and at the same time, wish for the trade a continuance of your constructive support? And I do that, with all good wishes.

Sincerely yours,

JOHN WATSON.

The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902
Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

Editor ERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in
Nursery Stocks of all kinds. It circulates throughout the
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

SUBSCRIPTION RATES

One Year in Advance\$1.50
Foreign Subscriptions, in advance\$2.00
Six Months\$1.00

Advertising rates will be sent upon application. Advertisements
should reach this office by the 20th of the month previous to the
date of issue.

Payment in advance required for foreign advertisements. Drafts
on New York or postal orders, instead of checks, are requested by
the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nursery-
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be
addressed, Editor, Easton, Md., and should be mailed to arrive
not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at
Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., June 1923

THE CONVENTION This month is convention month, when nurserymen will come from all sections of the country to talk together about the problems of the nursery trade.

Perhaps there are some who are hesitating about attending, thinking they have business enough and problems enough at home without going to the expense of going to Chicago to help solve other people's.

To these we would say the problems to be solved at Chicago are your problems and if you are a nurseryman just as vital to you as those closer at home.

They cannot be solved without a representative attendance. Your "Aye" or "Nay" is needed.

You may think your opinion does not carry much weight but it does. Aside from all parliamentary quibbles, influential interests or cliques, if there be any. The fact remains the preponderance of opinion on any matter brought before the convention makes itself felt and a motion unsupported by a majority loses out.

There are a number of problems vital to the nursery trade that should have deep consideration to guide nurserymen in their plans for the future.

The most important is that relating to production. At the last convention Henry B. Chase made an address under the title, "What's Around the Corner?" There has much water run under the bridge since then and we have seen twelve months into the future from Mr. Chase's outlook and we are twelve months nearer the peak of prosperity, if not already there.

It would be against the natural order of things and against all precedent for both production and prices to maintain a progressive movement, or even maintain a level for very long.

When industries begin to bid against each other for unskilled labor it shows the supply is scarce and the peak has been reached. Cost of production is getting where it is not safe to expand or overproduce because of

the possibility of having to sell on a falling market.

The convention is the only place where the trade can get together and at least influence each other against over-production. A policy of conservatism in production, high quality rather than quantity, would insure against a rapid decline, even if a depression was "just around the corner."

Come to the convention and find out for yourself if it is not a time for caution.

Then there are the wonderful strides that have been made in nursery publicity and market development for your products. This perhaps is the greatest protection against depression in the nursery business that was ever conceived. Come and encourage it from any angle that appeals to you. Officers of the association, chairman with their committees, have been doing unselfish work for the past year. Come and tell them you appreciate it.

MORE APPRENTICES NEEDED In many trades, machinery and new processes have taken the place of the skilled craftsman

and there is not the same necessity as in former times for the apprenticeship system. But in nursery practice the skilled plantsman is as necessary as ever.

Those of us who learned our trade under the apprenticeship system may feel that we paid a high price in hard labor, long hours and small pay to learn how to work yet seldom regretted it, and feel that its passing is a decided loss to the nurseryman's craft.

Of course in these days a bound apprenticeship would be an anachronism, but we should have something that would take its place. There is plenty of good material in the way of boys, better educated than ever. How shall they be taught to be skilled workman such as are needed in the nursery business?

The agricultural and other colleges turn out executives and some of the graduates buckle down to work and become efficient in a practical way, but too often a boy who does not take manual work seriously before he is twenty-one is seldom as valuable to a nurseryman as one who goes to work as soon as he gets out of grammar school.

It is to be conceived that there shall be devised a system of instructive employment, with a pay schedule graded to make an incentive for the beginner at the trade to learn and keep insistently at it.

The nursery and allied trades offer a wonderfully interesting and promising field for boys if they could be attracted to it. A boy that has acquired a familiarity with plants, their propagation and how to grow them has the broadest foundation possible for earning a livelihood with such a foundation the lines of advancement for those who are ambitious are very numerous and varied.

The nursery trade for its own welfare should plan to draw the boys to it.

Mr. Robert C. Chase, of Chase, Alabama, is now a grandfather. We hope this event will not make Robert lose his youthful spirit.

THE GOVERNMENT PRESS SERVICE

The United States Department of Agriculture maintains a press service, from that office came, last month, a document entitled "*Government brings streams of new plants for field, forest, garden and dooryard.*"

A sub-heading, in the form of a quotation by Henry Van Dyke: "He that planteth a tree is a servant of God," etc. The article was released for Thursday morning papers, not being held for the magazine section of the Sunday morning papers, indicates a lack of finesse by the Government press agent.

There is something lacking in dignity when a department of the Government of so great a country copies the methods of a press agent of a circus to arouse the interest of the people in the work it is carrying on.

If the Department of Agriculture feels it necessary, to the public welfare, to tell of its work in the way of plant introduction, why not give a little credit to that vast army of horticulturists, travellers and explorers and nurserymen who through private initiative and enterprise so enriched the country before the department put a stop to it by quarantine.

It is perhaps well the Government has put a stop to all such initiative and enterprise of her citizens. By quarantine 37 a reason was given—to prevent the introduction of insect pests and diseases. But to claim so much credit for its wonderful work is unbecoming, because the cost is passed on to the taxpayers.

Governments, like other institutions, are an evolution, and it is beginning to appear as if its functions cannot well be defined. It begins to prescribe what we shall eat and what we shall drink and what we shall wear but for another decade, at least, it should not usurp the individual's prerogative of being foolish.

NATIONAL PLANTING SERVICE

MORE FRUITFUL TO MAKE AMERICA MORE BEAUTIFUL

CONDUCTED BY AMERICAN ASS'N OF NURSERYMEN
F. F. ROCKWELL, Mgr.
BRIDGETON, N. J.

QUARTER OF A MILLION BOOKLETS DISTRIBUTED
IN ADDITION TO OTHER WORK CARRIED ON

*New Slogan Being Used By Many Newspapers As Well
As By Nurserymen*

Building more business for the nurserymen of the country was the job for which the National Planting Service, which is carried on by the Market Development Committee of the American Association of Nurserymen, was created.

The work which the National Planting Service has carried on during the past year has been highly successful. The newspapers of the country are realizing more and more that their readers are really interested in information concerning gardening and planting of all kinds, and are using the material sent out more freely than they ever have before.

In addition to the material used, there has been a very noticeable increase in the amount of editorial space de-

voted to planting, and particularly to permanent planting, the growing of trees, shrubs, vines and hardy plants which will help to turn the house into a home.

PUBLICITY SERVICE FOR MEMBERS OF AMERICAN ASSOCIATION ADDED

In addition to the general publicity articles, covering different classes of ornamentals, fruit, evergreens, etc., telling the people what and how to plant and suggesting why they should plant, there has been added this year to the work carried on by the National Planting Service, an individual publicity service for the benefit of the members of the American Association of Nurserymen.

The aim of this service is to help, in every way possible and practical, the individual members of the association with material and suggestions for their own individual efforts. When everybody is "planting publicity," to quote President Paul, the harvest will, of course, be very much greater than if the work is left to the Market Development Committee alone. The work of the Association should help the individual; and the work of the individual will help the association—and in this way there is more business built for everybody.

The first effort along this line was the preparation of two booklets which, while they would have been rather expensive for any individual firm to get up, were, when published in quantity, cheap enough so that they could be used freely in correspondence for "following up" small order customers, to send to inquiries, etc.

The first of these booklets, "It's Not a Home Till It's Planted," is eight pages, with the first page in color and points out in a suggestive way the advantages and the desirability of so planting the home place that it becomes not merely a house, but a home.

The second booklet, "It's Not a Farm Home Without Fruit," covers both the advantages of plenty of fruit for the home and also is a summary of the facts and figures which are available to prove that the country faces a decreasing fruit supply for the immediate future and the opportunities which there are in fruit growing.

The orders received for these booklets so far have totaled a quarter of a million, and from the comments and letters which have been received, it seems very probable that a half a million more will be wanted for this fall's work.

SLOGANS WIDELY USED BY BOTH MEMBERS OF THE ASSOCIATION AND NEWSPAPERS

Another part of this publicity service to nurserymen was the furnishing of cuts of the twin slogans, "It's not a Home Till It's Planted" and "It's Not a Farm Home Without Fruit."

By purchasing a quantity of electros of these cuts, in both single and double column size, it was possible to offer a complete set of six cuts to members of the association for one dollar.

These cuts, concerning which we have received many enthusiastic comments, have been purchased by over 90% of the members of the association and have been used freely in catalogues, circulars, on letterheads, envelopes, etc.

At the present time, the American Society of Landscape Architects is assisting in the preparation of a new draw-

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.
SUGAR MAPLE, 5 to 7 feet, once transplanted, for
lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and
Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum

Cherry and Quince

Small Fruits

Ornamental Trees

Shrubs

Evergreens

Paeonies

Perennials

Roses

W. & T. SMITH COMPANY

Geneva, N. Y.

77 Years

1000 Acres

Write for special prices

Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

June, 1923.

NURSERY SPADES

EXTRA LONG STRAPS

and

REINFORCED AT
BEND OF HANDLE

also where

STRAP IS WELDED
TO BLADE

*Made in Either Square
or Round Point*

T. ROWLAND'S SONS, INC.

Cheltenham -:- Penna.

ing to illustrate the slogan "It's Not a Home Till It's Planted." This will be ready for submission to the membership at the Chicago convention and will be used in place of the present drawing in next year's work.

REPRINTS OF NEWSPAPER ARTICLES IN DEMAND
BY INDIVIDUAL NURSERYMEN

Another part of the publicity service has been supplying individual members with reprints of the articles supplied to newspapers. These are printed on single sheets about 10 inches long which conveniently fold up to go into an envelope with a letter or to be enclosed with circulars, bills, shipments or by agents.

As these reprints in quantity cost only \$1.10 a thousand, they have been widely used by a number of the members of the American Association and should be still further utilized by those who have not yet taken advantage of them. One member, from the use of some of these reprints, secured an order for a thousand dollars' worth which he would not have otherwise received. Results like that cannot be guaranteed in every case, but the use of these articles will, undoubtedly, stimulate a lot of business which would otherwise not be obtained.

REALLY BUILDING FOR THE FUTURE

One of the things which the report of the Market Development Committee at the convention will cover will be the results of an experiment in getting the planting idea into the schools. This was done in a local way as a basis for work on a broader scale the following year. The idea was, in brief, to offer prizes in a competition between schools and between individuals on the subject of "It's Not a Home Till It's Planted."

The results have been very interesting and there seems to be no doubt that this plan could be used effectively in almost every city in the land.

In addition to the outlining of this plan, there will be other booklets recommended for next year's use and a complete program for the coming year's publicity work. It will include, among other things, the addition of another set or two of lantern slides to those now owned by the association.

The demand for these slides has been very much greater this year than at any time since the association first bought them, six or seven years ago. They have been out of the office either in use or being sent from one place to another practically every week for the last six months.

It is aimed to make the work of the National Planting Service harmonize with and supplement in every way possible the good work being done by other organizations such as the "Plan to Plant Another Tree" movement, and the American Tree Association.

Mr. A. Chandler Manning, of Boston, Mass., landscape architect, is now connected with the J. Van Lindley Nursery Company, Pomona, North Carolina.

JACKSON & PERKINS COMPANY'S BRANCH NURSERY AT SHILOH, N. J.

The branch nurseries of the Jackson & Perkins Company, Shiloh, New Jersey, are a noteworthy enterprise that is likely to have an important bearing on the production of those plants that prior to Quarantine 37 were imported.

The nurseries were started in January 1921, and are now about 180 acres under cultivation, six acres of which is under the overhead irrigation system. There are two propagating houses, 75x21 feet, and three sash houses, 150x11 feet.

Of course there is nothing remarkable in the above items, they merely represent capital invested, and doubtless there are many parallel new nursery enterprises in different parts of the country, but it is the class of plants for which the nurseries were established that makes them somewhat unique. The enterprise was started with the object of growing rhododendrons, azaleas, including the *Azalea indica*, and *Azalea Kureme*, as well as the Pontica and Mollis groups and other ericaceous plants.

Jackson & Perkins Company was very fortunate in a selection of their man to take charge of this enterprise, Mr. R. deWilde. While Mr. deWilde is a Hollander and thoroughly imbued with Dutch processes in propagating and growing, at the same time he has such a thorough and broad knowledge of plant growing that he is rapidly Americanizing his processes and adapting himself to American conditions, as he says, the conditions are so vastly different from the Holland nursery centers that practically everything he tackles is new and presents problems that have to be solved. The soil and climatic conditions are decidedly different, add these to a lack of experienced labor and a shortage of many essentials that have to be in some way provided or satisfactory substitutes discovered.

One of the greatest problems he has had to contend with is a shortage of stock plants and stocks, upon which to graft. The regulations under which they are imported are so severe that heavy losses have been the rule. It will take quite a few years before either abundant stocks, upon which to graft, or stock plants, from which to obtain the scions are in full supply, but even though the business of growing these plants is only in the experimental stage it has gone quite far enough to give every promise of success. Growing stocks for grafting is the prime necessity.

Mr. deWilde has had remarkable success with his stocks so far, upon which he intends to graft the *Azalea indica*, a finer lot one would not wish to see. 16,000 rhododendrons, mostly Pink Pearl were grafted in the winter and ready to line out this spring. Azaleas in the different classes are showing a good stand so that on the whole there is good reason to be satisfied with last year's propagation of this type of plants. Of course great quantities of other plants are being grown which the writer thinks Mr. deWilde largely looks upon as "Pot Boiler" rather than in the same class with the rhododendrons and azaleas.

The budded roses in the field are a good stand as also

THOROUGHLY MATURED SEEDLINGS

Consider these Points Carefully

Washington Nursery Seedlings are
clean, healthy and hardy.

Grown on new ground, never before
in nursery stock.

Moisture under control. No fall
rains to induce late growth.

Crisp fall weather ripens them fully
and naturally.

Dug and graded under the best of
conditions. Quality, grade, and
pack guaranteed.



WASHINGTON NURSERY CO.

TOPPENISH, WASHINGTON

(In the Famous Yakima Valley)

Box P-1

General Assortment — OF — NURSERY STOCK



FRUIT TREES

SMALL FRUITS

RHUBARB

SHADE TREES

SHRUBS

ROSES

APPLE SEEDLINGS

CLEMATIS PAN

CATALPA BUNGEI

Let us have your want list for special quotations.

A. WILLIS & CO.

OTTAWA, KANSAS

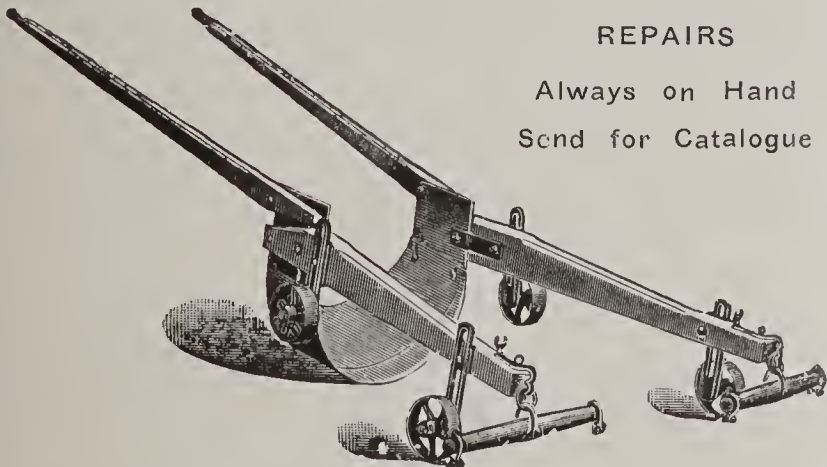
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1923

BRAGG'S COMMON SENSE TREE DIGGER

REPAIRS

Always on Hand
Send for Catalogue



Digger gets All the Roots at the rate of Twenty to
Forty Thousand trees per day, and only
needs same power as plow

L. G. BRAGG & CO.

KALAMAZOO, MICH.



"HOW TO GROW ROSES"

14th Edition Revised and Enlarged

PRACTICAL—UP-TO-DATE—COMPLETE

By Robert Pyle

President American Rose Society

There are 25 pages devoted to selections by experts, amateur and professional, from Maine to California. This book is considered by many to be one of the most complete works on Rose Growing yet published; a practical book that you can rely on to help you in successfully growing the Queen of Flowers.

It Tells

Where, When and How to Plant
And Contains Information On
Fertilizers, Insecticides, Planting, Pruning
Mulching and Winter Protection
Together With a Most Valuable
Calendar of Operations
And a List of
444 Roses, Tested and Classified

In addition to much other instructive and interesting information; all of which is presented in clear, simple and concise form.

192 Pages—32 Full Page Illustrations
16 Pages Showing Roses in Natural Colors

PRICE, \$1.50 POSTPAID

Write For Special Quality Prices

THE CONARD & JONES CO.

WEST GROVE, PA.

the cuttings lined out for budding purposes, including the Manetti cuttings for stocks. The weather has been rather unfavorable, continuously cold, dry and windy, as every nursery man knows are not ideal for planting out in the field.

Among other things noted was an exceptionally fine lot of French Hydrangeas in assorted varieties, also boxwood and other choice evergreens.

A large block of *Thuya Orientale nana aurea* planted in front of the office was especially noteworthy. Production of grafted lilacs receives attention, some fine stock being produced.

Standard roses were also much in evidence. When asked if they were growing large flowering clematis, for which the Jackson & Perkins Company are famous, Mr. deWilde said he expected to make a test planting this season to see how it handled in this locality.

Some of the box plants in the field had been injured by the early frost the fall previous but on the whole all plantings look very full and satisfying.

HAIR INSURANCE FOR NURSERYMEN

Hartford, Conn., May 22, 1923.

National Nurseryman Pub. Co., Inc.,
Hathboro, Pa.

Gentlemen: The "Hartford" takes pleasure in informing you that it is prepared to offer a practical insurance contract protecting nursery stock of all kinds against loss or damage by hail. The need for this protection is widespread, and the number of inquiries received from nurserymen indicates a rapidly increasing interest in hail insurance. The reason for this is obvious.

Of course there are many risks with which nurserymen have to contend. But, at the same time, most of them can be controlled or eradicated. Not so with a hail storm. Before it, you are absolutely helpless.

Your only recourse against crippling hail losses lies in sound insurance protection. The "Hartford" has made a very careful study of your problem in this connection and, in offering the protection to you, feels that it will serve your needs in an entirely satisfactory manner. The nursery hail contract is clear—and extremely simple—and the cost of the insurance is surprisingly low. Investigate it. You will find that you can well afford the relatively small outlay necessary to secure not only certain protection in case of loss, but what is an even greater satisfaction—peace of mind.

When you order a Hartford policy, you are insuring in a company that has, since 1810, paid over three hundred million dollars (\$300,000,000) in insurance losses and that has never failed to make good every honest claim.

The Hartford agent in your vicinity has been supplied with detailed information concerning hail insurance on nursery stock. A word from you will give our agent an opportunity to fully explain this form of protection, or we shall be glad to take up the matter with you further from this office.

Yours very truly,

G. A. RUSSELL,
Assistant Secretary.

PLAN TO PLANT ANOTHER TREE

Dedicated to J. A. Young, the Northern Light of Nursery Publicity

"Plan to Plant Another Tree,"
Don't stop at one, but make it three,
"It's Not a Home Until It's Planted—"
They'll be a joy, take that for granted.

Home's not complete without the shade,
It matters not how much you paid;
Trees are sure to give a finish,
Extremes of heat and cold diminish.

The Birch, Magnolia and Thorn
Are fine for planting on the lawn
Vines for the porch, shrubs at the base
All help to make a finished place.

The Maple, Sycamore or Plane,
Add to the beauty of the lane,
Are very hardy and quick to grow,
While Beech and Oak are rather slow.

In planting don't forget the children,
Fruit and nuts all help to fill them,
With this, with me, you will agree—
Don't stop at one, but make it three.

E. H.

BOX

From time immemorial boxwood or box has been used in gardens. It is a plant whose qualities have insured it a fixed place in gardens. Perhaps the one outstanding quality, as compared with the general run of plants, is its long life. It is rather surprising it escaped special mention in Goldsmith's *Deserted Village*, because if there is one plant that will survive to show "where once the garden smiled" it is the box.

If the setting of that wonderful poem had been in this country, especially in the Southern States, it surely would have been mentioned, as many of the old homes have little to show of departed glories but the box, and this often, even amid neglect and abuse, is still beautiful enough to make the casual observer stop and think. It is so surviving and so distinct amid the other growth that occasionally it is the most impressive feature of the place.

Most people have heard of the box at Mt. Vernon, the home of George Washington. It is closely woven into the setting of Colonial homes, its use for bordering paths and beds of their formal gardens was so general.

With all the introductions of newer plants from the four corners of the earth, the changed fashions and newer methods of gardening, the box still holds a premier position among evergreens as a general favorite. These old plants are diligently sought by landscape gardeners and others and often bring fancy prices and moved at great cost to embellish the grounds of the wealthy. This almost proves the box a merchantable plant, for an indefinite period. What other plant holds this unique position?

NOT PRICE



BUT QUALITY

T R E E S E E D S

LET US QUOTE YOU OUR ATTRACTIVE PRICE

T. SAKATA & CO.

SEED GROWERS AND MERCHANTS

YOKOHAMA, JAPAN

Sakai-Cho, Opposite Park

Branch Office—20 East Jackson Blvd., Chicago, Ill.

Pear blight is no longer injurious if you use our Blight-Resistant Ussuriensis Pear Seed Book now for immediate delivery—Attractively priced.

"International in Scope—Individual in Service"

HILL'S EVERGREENS**FOR LINING OUT**

Complete assortment of Evergreens, including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Boitae, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

WRITE FOR WHOLESALE TRADE LIST

THE D. HILL NURSERY CO., INC.

BOX 401

DUNDEE, ILLINOIS.

FOREST TREE SEEDLINGS AND SHRUBS

We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as *Bethula Nigra*, *Catalpa Speciosa*, *Cornus Florida*, Elm, Poplar, Locust, Walnut.

SHRUBS, such as *Altheas* in varieties, *Barberry Thunbergii* seedlings, *Calycanthus*, *Deutzias*, *Loniceras*, *California Privet*, *Amoor River North Privet*, *Amoor River South Privet*, *Spirea Van Houttii*. Write for quotations.

FOREST NURSERY COMPANY

Boyd Brothers,

McMINNVILLE, TENN.

RICE BROTHERS CO.

Geneva, N. Y.

A

General

Surplus

on

Fruit trees

Ornamental trees

Shrubs and Roses

Write for prices.

**EVERYTHING IN SEEDS,
BULBS AND PLANTS
AND ROOTED CUTTINGS****ROMAN J. IRWIN, Inc.**

43 W. 18th Street

New York City

O. JOE HOWARD
Badge 88
Specialist on
Peach Pits
Representing
THE HOWARD-HICKORY CO.
 HICKORY, N. C.

Retinosporus Pisifera, Squarosa Veitchii Per 100 and per 1000

AUDUBON Nursery, H. Verzaal, Prop., P. O. Box 275, Wilmington, N. C.

When writing to Advertisers please mention the National Nurseryman.

Another commercial value is given to it by the use the florists make of it as cut evergreens. It is in great demand, especially around Christmas.

What interests nurserymen is the possibilities of it, as a marketable product, for him to grow. Prior to the operation of Quarantine 37 much was imported. It was one of the staples coming from Holland in the form of pyramids, standards and bushes in various grades.

Since that time many nurseries have propagated heavily, but, for nurseries north of the Mason-Dixon line, the hardiness of the box in its young stages is an uncertain quantity. While it may not be killed outright, by early fall freezes, such as experienced last October which injured young plants as far south as Bridgeton, New Jersey, so much of the growth is lost annually during the winter that it is likely to prove an unprofitable crop.

When the plants are older and well established it compares very favorably in hardiness with the majority of the choice evergreen shrubs.

NOTES ON SEED BEDS

Anyone that writes the truth and the whole truth about tree seed beds, must confess some failures even if he has to blame it on the seed. Poor seed is undoubtedly the cause of some failures. They are harvested under such varying conditions and come from such distant points that it is to be expected that the germinating vitality must be affected in many instances.

The expert, or anyone who handles them constantly becomes very efficient in distinguishing quality and of course there is the microscope and knife to help to examine the kernel or germ.

Even with good seed there will be failures. The seed the writer failed with the past season, were those for which there was no excuse, and the reason, lack of foresight, native oaks—*Quercus rubra*, *coccinea*, *palustris*, *phellos* and the native pines, *Pinus strobus*, *laeda*, *Virginica*. The ground was splendidly protected from the north and east winds, consisting of a good sandy loam, beds properly prepared, sown soon as gathered, and covered with slat shades.

Failure seemed impossible but the squirrels found them and made a very clean job of removing every seed.

Many failures of seed can be attributed to rodents and when sowing, their possibilities for destruction should be taken seriously. It is a good plan to coat large seed, such as nuts, with red lead and oil, but a better way is to get rid of the rodents.

It is much more interesting to talk about successes and these come by thoroughly knowing your subject through experience. Perhaps the easiest tree to raise from seed is the silver maple, *Acer dasycarpum*. This accounts for it always being in good supply and cheap. The silver maple ripens its seed in May, falls to the ground and sprouts. All the nursery has to do is to locate a tree, rake up the seed when they fall, sow them on moist ground and it will have a stand of five or six feet lining out stock the coming fall.

Most tree and shrub seeds, however, ripen later in the summer and it is often middle winter and spring before they can be secured. Seed that has been allowed to be-

come dry will often fail to germinate until the second year, so if they are not received from the seedsman until late spring, remain dormant in the ground all summer, whereas if they could have been shown in the fall previous or as soon as ripe and in condition would have germinated the following spring. It is a fairly good rule to try and sow seed as soon as they can be secured in the fall or winter. A stronger plant and quicker germination in most cases can be secured. This is especially true of the hard shelled seeds.

The late Edward Meehan was very particular on this point, often sowing on frozen ground, covering them with a soil reserved for the purpose rather than keep the seed out of the ground until spring.

Of course seeds that do not germinate for two years should be stratified as it is a waste of time and ground to keep the beds weeded for an entire season, to say nothing of the loss that is likely to occur by heavy rains, washing and heaving of the seed during that period.

Among these are the thorns, viburnums, some of the roses, hollies and a number of other hard shelled seeds, unless the conditions are very favorable to germination. Among seed sown by the writer in spring 1922, *Berberis Thunbergi*, *Ligustrum japonicum*, *Zizyphus communis*, *Thuja gigantea*, *Citrus trifoliata*, *Cryptomeria japonica* were lined out in the fields by the time *Mahonia aquifolia*, *Cratagus* in variety, *Junipers* and *Euonymus* in variety, and numerous others had begun to germinate. A sowing of *Scyadopytus verticillata* sown in April did not germinate until October and then promptly died.

Nurseries that grow large quantities of one thing, of course, soon learn to standardize their practice in handling each item, until the process becomes almost as mechanical as raising wheat or corn, but the nurseries sowing a great variety of tree and shrub seeds in small lots procured from various sources and at varying times finds many uncertainties and much to interest.

GOOD WILL

The good will of a business is a very intangible asset when it comes to placing a money value upon it, but an extremely valuable one to a going concern.

"The favor or advantage in the way of custom, which a business has acquired beyond the mere value of what it sells" is a part of the definition of good will as given in Webster's dictionary. How long and patiently acquired yet how easily squandered by a change of policy or lack of a definite one. A nurseryman has worked up a reputation for sending out, carefully packed, high grade plants. His stock is known and in time becomes marketed through definite channels. He diverts his goods into channels other than the ones that were accustomed to receive them, perhaps for only a temporary gain. Even without breaking a definite contract he has squandered good will perhaps far more valuable than his immediate gain.

He sells to the trade and finds he is overstocked with a few items upon which he cuts the price; this cut price enters into competition with the stock he previously sold to his regular customers; again he has squandered good will far in excess of the money he saved from the brush

BERBERRY THUNBERGII SEEDLINGS

(Largest Growers in the World of)

QUALITY STOCK AT QUALITY PRICES

Ampelopsis Veitchii Seedlings Ampelopsis Englemannii Seedlings
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GENERAL LINE OF FRUIT AND ORNAMENTALS

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For Garden and Vineyard Planting

Established 1866

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GROWERS OF HIGH-GRADE NURSERY STOCK

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Peaches, Japan Persimmon, Fig, Mulberry. Write us,

Decherd, Tennessee

FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.

SMALL FRUIT—Raspberry, Blackberry and Currants.

FINE LOT OF GRAPES—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.

SILVER MAPLE—Sizes 1 to 4 in.

NORWAY MAPLE—Sizes 1 1/4 to 4 in.

CUT LEAF BIRCH, EUROPEAN SYCAMORE

Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

H. J. CHAMPION & SON

PERRY, OHIO

DO NOT FORGET!!!

RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

THOMAS B. MEEHAN CO., Dresher, Penna.

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CHERRY

TWO YEAR

ONE YEAR

We are now booking orders for Fall 1923 and Spring 1924. Please let us have your list of wants.

W. C. REED & SON

VINCENNES : : INDIANA

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LANDSCAPE
ARCHITECT**

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.
American Landscape School, 54-G, Newark, New York

Established 1866

NAPERVILLE NURSERIES

— Growers of —

Trees, Evergreens, Shrubs, Perennials, etc.

Lining Out Stock

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE No. 1.

pile, and so it is in almost every phase of the business.

The good will of a business is gained by square dealing and a service that wins and holds the confidence of its customers.

An essential asset to a business that wants to expand and grow.

Harrisburg, Pa., May 22, 1923.

Mr. Ernest Hemming, Editor National Nurseryman,

Hatboro, Pa.

Dear Mr. Hemming:

Through the co-operation of the press the public has been kept more fully informed this spring on the occurrence, extent, and damage of forest fires in Pennsylvania than ever before. I want to thank you sincerely for your help. The editorials have been particularly effective. The thoughtful citizen has undoubtedly been impressed by them.

There is naturally a cause for every forest fire. In Pennsylvania 99% of the fires are traceable directly to human agencies. To cure the forest fire evil we must win over the individual to the seriousness of it—not only those responsible, but their associates, the local public, juries, and law enforcement officers.

Laxness by individuals must be met and overcome by strong public opinion and disapproval by fellow citizens. Those responsible for uncontrolled fires in the woods should be regarded with the same attitude of disapproval as those whose carelessness with fire indoors causes the loss of lives and property. The outdoors can no longer be considered "No Man's Land." Everybody loses when woodland burns.

The education of the individual to the proper point of view toward forest protection is of prime importance. It will bring the desired result in the long run, but is a slow process. The immediate need, in my judgment, is to check the indifference of the average individual with fire in or near the woods during the dry season, by a public sentiment, backed by aggressiveness of local police and court officials, which regards a forest fire as too serious to be classed as "accidental." Fire is not natural to the woods; it is introduced there.

The spring forest fire season is not over. Further fires, serious ones, will occur unless the greatest precaution with fire is taken. Any further assistance you may give the Department of Forestry in strengthening individual and public opinion against forest fires from any source will be much appreciated.

Sincerely yours,

R. Y. STUART,

Commissioner of Forestry.

AMERICAN IMPORT PROHIBITIONS

At a meeting of the Federation Horticole Professionele Internationale last month in Ghent, Belgium, the Horticulture Trade Journal says: "While every country wanted to do something to induce America to open her doors, there was general agreement that the locks and bolts were not on the outside of her doors but on the inside, and although Europe had hammered away on the outside during the past year America still remained obdurate. Holland expressed the opinion that the deputations to America last year had done some good although the good was hardly visible. Belgium suggested submitting the whole question to the League of Nations. Mr. Leak, on behalf of the British delegates, said he understood from Mr. Lobjoit that there was some hope of an understand-

ing being arrived at between the agricultural departments of the countries concerned.

C. R. Burr, of the Burr Nurseries, Manchester, Connecticut, will sail for Europe May 23rd, from New York, on the S. S. La France.

He will be very much missed at the convention.

Mr. Burr is going to Europe to investigate the fruit and rose stock situation. He expects to spend about two months in Europe calling on their growers in the vicinity of Angiers, France.

His itinerary also includes visiting the most important nurseries in Austria, Germany, Switzerland and Italy. It is strictly a business trip and Mr. Burr expects to accomplish his object and arrive home the latter part of July.

The Burr Nurseries have already booked quite a number of large orders for fruit tree seedlings and rose stock and expect to do an enormous business this year.

SALES

NURSERY FOR SALE OR EXCHANGE

Fine income, large stock, owner retiring. Grand business chance, whole or half interest. Will take part cash, balance exchange or arranged on time. Easy to conduct with no agents or salesmen. Income at plant \$1500 a month.

A. W. BLANCHARD, Realtor, Beloit, Wis.

WANTED

WANTED—First class experience practical grower of ornamental shade trees, shrubs, roses, etc., for permanent position in large Western Nursery. Stock grown under irrigated conditions. Must be competent to handle considerable acreage and to manage a crew throughout entire season including growing, shaping, digging and packing of deciduous and evergreen stocks. Address

BOX A, CARE NATIONAL NURSERYMAN

SALESMAN FOR NURSERY STOCK

From June 1st. To private estates, one of experience. Single man preferred. Good pay if satisfactory and steady employment. Reference required.

Address J. P., NATIONAL NURSERYMAN

BUDDER WANTED

Expert. Fruit trees. California. Four month season. Good proposition.

THE SILVA-BERGTHOLDT CO., Newcastle, California.

PROPOSITION

What proposition can you make to a hustler, 28 years old, Hollander, married, having been in the wholesale nursery business (bulbs and perennials, etc.) for over 10 years, able to take charge of office and sales. I want to change because in my present work I have to travel several months in the year, from which I want to get away.

Write early so we can meet in Chicago at the Convention.

NO. 21, THE NATIONAL NURSERYMAN
HATBORO, PA.

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.

DERRY N. H.

LOW BUDDED ROSES, TREE ROSES AND CLIMBING ROSES

We Are Booking Orders Now for Next Season's Delivery — Ask for Our List

Koster & Co.

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Bridgeton, N. J.

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Our Landscape Views and Folders of shrub flowers give big satisfaction. Many firms are using them.

Write for Free Circular

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227 N. Adams St., Peoria, Ill.

PEACH SEED

Tennessee natural seed, 1922 crop. We have never had a complaint as to the quality of our seed. They will germinate 90 per cent or more. Write for quotations.

SOUTHERN NURSERY COMPANY, Winchester, Tenn.

DEPENDABLE PECAN TREES

Growers of First Quality Pecan Trees. Dependable for giving profitable returns. All standard varieties. Place orders now.

Also growers of open-field-grown budded and grafted Rose Bushes and other nursery stock.

SUMMIT NURSERIES, Monticello, Florida.

AMERICAN FLORIST'S TRADE DIRECTORY

Edition Price \$5.00, Postpaid

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WE OFFER FOR FALL DELIVERY

Juniperus Virginiana (for grafting)

Rhododendron Maximum 6-10"

Clematis Paniculata (heavy field grown)

Seedlings of Aristolochia Sipho, Cornus, etc.

Send us your inquiries for Shrubs in varieties and other Nursery stock.

DeBAUN & CO.,

WYCKOFF, N. J.

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CROWNS, SEEDS

STRAWBERRY, DEWBERRY PLANTS

GRAPE VINES, CALIFORNIA PRIVET

QUALITY AND PRICES JUSTIFIES YOUR PATRONAGE

V. R. ALLEN, SEAFORD, DEL.

*Weller's
Perennials*
with that
Wonderful Root System

**WELLER NURSERIES
COMPANY**

(Incorporated)

Holland, Michigan

28 Acres in Perennials

We Are Large Growers of Fruit and Nut Trees, Ornamentals and ROSES. Give Us a Trial. We Know the Quality of Our Stock Will Please You.

INTER-STATE NURSERIES

C. M. GRIFFING & CO., PROP'S.,

JACKSONVILLE, FLORIDA

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or if you wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties growing in our experimental grounds that are not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The lath string is always out.

THE GARDNER NURSERY CO., Drawer 103, Osage, Iowa.

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Stationery
Business Forms



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Publishing Co.
Hatboro, Pa.

Specialists in Nursery Printing

Ask for Prices.

We are the printers of this Magazine

SPHAGNUM MOSS

FOR NURSERY USE

FRESH, HIGH-GRADE STOCK

WRITE TO

A. J. AMUNDSON CO., City Point, Wis.

ESTABLISHED 1893

THE NATIONAL NURSERYMAN

INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock. Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

SUBSCRIPTION PRICE \$1.50 per year in advance.

FOREIGN SUBSCRIPTIONS \$2.00 per year in advance.

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GENUINE N. C. PEACH PITs
GET OUR PRICES

*It will be to your advantage to order seed
now for fall planting, 1923*

J. Van Lindley Nursery Co.

Pomona, N. C.

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Gardeners' Chronicle
(Established 1841)

The BEST and OLDEST horticultural paper in
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NURSERYMEN, FLORISTS AND GARDENERS
Contains special features not found in any other trade
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*Palms and Greenhouse Stock, Roses in Bush, Stand-
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*Boxwood, Rhododendrons, Andromedas, Ericas, Azaleas,
Japanese, Ghent, and Mollis.* Send Us Your Want List.
Inspect Our Stock.

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Headquarters for
Small Fruit Plants
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Our list quotes lowest prices.

Strawberries	Grape Vines	Asparagus
Raspberries	Privet	Rhubarb
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Blackberries	Hardwood Cuttings	Althea Seedling
Elderberries	Iris	Calycanthus Seedling
Currants	Mulberries	Hydrangean P. G. Layers
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	Horseradish	

W. N. SCARFF & SONS
NEW CARLISLE - - OHIO

EUROPEAN SYCAMORE, SILVER MAPLE

And Other Shade Trees in All Sizes

A Fine Lot of

CALIFORNIA PRIVET

12-18 in. and 18-24 in.

And Hardy Shrubs of All Kinds

Also a Limited Supply of Fruit Trees and
Small Fruit Plants

T. B. WEST & SONS

Maple Bend Nursery Perry, Ohio

CHARLES DETRICHE & SON

ANGERS, FRANCE

Growers and Exporters of Fruit Tree Stocks,
Forest Tree Seedlings, Rose Stocks, Shrubs and
Conifers for Nursery Planting.

For all information as to Stocks, Prices, terms, etc., address

JACKSON AND PERKINS COMPANY,
(Sole Agents)

NEWARK - - NEW YORK

Native Broad-leaved

EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous
Plants of the Blue Ridge Mountains, including: *Kalmias*,
Rhododendrons, *Leiophyllums*, *Andromedas*, *Tsugas*,
Azaleas, *Corylus*, *Oxydendron*, *Zanthorhiza*, *Ampelopsis*,
Lonicera, *Shortia*, *Iris*, *Liliums Stenanthium*.

Approximately 500 species

Collections to Order in Carlots a Specialty
Correspondence from large planters solicited.

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E. C. ROBBINS, PINEOLA,

Avery County North Carolina

TREES

Largest assortment in New Eng-
land. Evergreens, deciduous trees,
both common and rarer varieties.
Sturdy, choice stock that can be
depended upon. Send for catalog
and special trade prices.

The Bay State Nurseries
North Abington
Mass.

SHRUBS

This New England soil and cli-
mate produce fine sturdy shrubs.
Special trade prices. By the thous-
ands, hardy Native and Hybrid Rho-
dodendrons—transplanted and accli-
mated. Send your lists let us est.

Y E S

We still have a
large stock of

EVERGREENS

Including a good
supply of the scarce
medium sizes.

Trees and Shrubs also.

We are headquarters
for Taxus Canadensis,
Pinus Mughus, Rhodo-
dendron Carolinianum
and Azalea Kaempferi.

FRAMINGHAM NURSERIES
Framingham, Mass.

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Manufacturers of

STEEL BOX STRAPPING FOR NURSERY PURPOSES

AN ESSENTIAL TO FINISH YOUR JOB
AT A NEGLIGIBLE PRICE.

STANDARD SIZES USED BY NINETY
PERCENT OF THE NURSERY TRADE ARE
8 in. X 1 in. AND 12 in. X 1 in.

ANY SIZE CAN BE FURNISHED

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We Offer for Spring, 1923:

Apple Trees (1 and 2-year)

Peach Trees

Cherry Trees

Plum Trees

Apple Seedlings

Apple Grafts

White Elm Trees, all sizes



TREES SHRUBS EVERGREENS

We are ready to quote prices on a very
complete list of Ornamental Stock.

Stock grown wide apart is bushy and well
rooted, especially suitable for wholesale or
retail trade.

WRITE FOR PRICES
CATALOGUE NOW READY

THOMAS B. MEEHAN CO.
WHOLESALE NURSEYMEN
DRESHER :: PENNA.

FRUIT TREES

As the Largest Growers of Fruit Trees in America, we have recently seen fit to double our acreage, making entirely new plantings on the Sym-puxent Bay, near Ocean City, and on land where fruit trees have never before been grown. This area lies along the Atlantic Ocean where the advantages of the salt air and morning dew with plenty of moisture, develop strong, healthy trees, good foliage, good roots, and broad-topped growth.

APPLE TREES—2 Yr. Budded

Yellow Transparent	Winesap
Stayman	Paragon
York Imperial	Rome Beauty

APPLE TREES—1 Yr. Budded and

Grafts, all grades	
Yellow Transparent	
Williams' Early Red	
Livland Raspberry	
Winesap	N. W. Greening
York Imperial	Duchess
Gano	Grimes'
Yellow Newton	Rome Beauty
Baldwin	Jonathan
Ben Davis	Wealthy
Northern Spy	Delicious
Paragon	McIntosh
R. I. Greening	Stayman

CHERRY TREES—Sweet—2 Yr.

Black Tartarian	Napoleon
Bing	Schmidt
Governor Wood	Windsor
Lambert	Yellow Spanish

CHERRY TREES—Sour—2 Yr. Budded

Dyehouse	Early Richmond
English Morello	May Duke
	Montmorency

PEACH TREES—1 Yr. Budded—

All grades	
Carman	Greensboro
Hiley	J. H. Hale
Belle of Georgia	Heath
Elberta	Iron Mountain
Ray	Krummel's
Brackett	Late Crawford
Champion	Mamie Ross
Redbird Cling	Rochester
Ford's Late	Salway
Fox	Slappey
Francis	

PEAR TREES—2 Yr. Budded, 5/8 to 3/4 and 3/4-in. cal. and up

Bartlett	
Anjou	Le Conte
Clapp's Favorite	Seckel
Duchess	Winter Nellis
Kieffer	

KIEFFER PEAR TREES—Extra size

1 1/2 inches	3/4 to 1 inch
1 to 1 1/2 inches	

PLUM TREES—1 and 2 Yr.

Lombard	Abundance
Imperial Gage	Burbank
Red June	Bradshaw
German Prune	

GRAPE VINES—1 and 2 Yr.

Concord	Niagara
Moore's Early	

SHADE TREES

	5-6 ft.	6-7 ft.	7-8 ft.	8-10 ft.
European Lindens	300	300	300	300
American Lindens	70	80	50	50
Box Elder	200	100	200	200
Catalpa Bungei	50	50	50	50
Honey Locust	100	100	100	200
Red Oaks	200	200	200	200
Mixed Oaks	200	200	200	200
Black Oaks	700	600	700	600
Scarlet Oaks	500	500	400	400
Sugar Maples	100	100	200	200
Golden Willows	15	40	80	90
Tulip Tree	100	200	200	
Ginkgo (Maiden-hair Tree)	200	200	100	
Purple Beech	30	90	200	100

MAPLE, Norway

1,200—10 to 12 ft.	1 3/4-2 in.
2,700—12 to 14 ft.	2 -2 1/2 in.
2,800—14 to 16 ft.	2 1/2-3 in.
2,400—15 to 18 ft.	3 -3 1/2 in.
1,800—16 to 20 ft.	3 1/2-4 in.
500—16 to 20 ft.	4 in.
200—16 to 20 ft.	5 in.

MAPLE, Silver

800—6 to 7 ft.	
1,000—7 to 8 ft.	
1,200—8 to 10 ft.	
1,800—10 to 12 ft.	
1,400—12 to 14 ft.	
1,000—14 to 16 ft.	

ELM, American

500—6 to 7 ft.	
800—7 to 8 ft.	
900—8 to 10 ft.	
800—10 to 12 ft.	
700—12 to 14 ft.	

OAK, Pin

600—5 to 6 ft.	
700—6 to 7 ft.	
900—7 to 8 ft.	
1,000—8 to 10 ft.	
700—10 to 12 ft.	

PLANE, Oriental

1,000—8 to 10 ft.	1 1/4 in.
2,000—10 to 12 ft.	1 1/2 in.
2,500—12 to 14 ft.	1 3/4 in.
2,000—14 to 16 ft.	2 in.
2,500—	2 1/2 in.
3,000—	3 in.

POPLAR, Carolina

800—7 to 8 ft.	
1,200—8 to 10 ft.	

POPLAR, Lombardy

700—7 to 8 ft.	
1,300—8 to 10 ft.	
1,000—10 to 12 ft.	
900—12 to 14 ft.	
700—14 to 16 ft.	

POPLAR, Tulip

600—10 to 12 ft.	
500—12 to 14 ft.	

WALNUT, Black

1,000—5 to 6 ft.	
1,200—6 to 7 ft.	

CALIFORNIA PRIVET—Specimen Clumps

10—3 ft. by 3 ft.	
200—2 1/2 ft. by 2 1/2 ft.	
200—2 ft. by 2 ft.	
200—1 1/2 ft. by 1 1/2 ft.	

CALIFORNIA PRIVET—1 Yr.

50,000—12 to 18 in.	
50,000—18 to 24 in.	
15,000—2 to 3 ft.	

CALIFORNIA PRIVET—2 Yr.

12,000—2 to 3 ft.	
14,000—3 to 4 ft.	
12,000—4 to 5 ft.	
8,000—5 to 5 1/2 ft.	

BARBERRY, Thunberg's

50,000—10 to 12 in.	
2-yr. transplants	
50,000—1 to 1 1/2 ft.	
2-yr. transplants	
50,000—1 1/2 to 2 ft.	
2-yr. transplants	
5,000—2 to 3 ft.	
3-yr. transplants	

LARGE EVERGREENS

12 to 14 feet	10 to 12 feet
8 to 10 feet	7 to 8 feet
6 to 7 feet	5 to 6 feet
4 to 5 feet	3 to 4 feet
2 to 3 feet	

ARBORVITAE

American	Chinese
----------	---------

CEDARS

Blue Virginia	Red
Indian	Japanese

CYPRESS

Glory of Boskoop	
------------------	--

HEMLOCK

Canadian	
----------	--

FIRS

Nordmann's	Cephalonian
White, or Concolor	

JUNIPERS

Pfitzer's	Irish
Schottii	

PINES

White	Austrian
Scotch	Mugho

RETINOSPORA

Japanese Plume-like	
Japanese Golden Pea-Fruited	
Japanese Graceful	
Japanese Golden Plume-like	
Japanese Veitch's	

SPRUCE

Koster's Blue	Tiger-tail
White	Norway
Douglas	Colorado Blue
Oriental	

BOXWOOD

2500—1 to 1 1/2 ft.	50—2 to 2 1/2 ft.
1200—1 1/2 to 2 ft.	50—2 1/2 to 3 ft.

SPRUCE—Special

Koster 2 to 14 ft.	
White, 7 to 14 ft.	
Douglas, 2 to 16 ft.	
Oriental, 4 to 10 ft.	
Tiger tail, 2 to 3 ft.	
Norway, 2 to 12 ft.	
Colorado B., 2 to 10 ft.	

Three generations of Harrisons have been engaged in growing fruit trees, evergreens, shade trees, and shrubs at Berlin, Maryland, covering more than thirty-five years. At the beginning we had only a few acres; now we have a larger acreage in trees than any other firm in America.

BADGE No. 2

GET OUR COMPLETE LIST. COME AND SEE.

HARRISONS' NURSERIES

J. G. HARRISON & SONS, Proprietors

Berlin,

Maryland

ORLANDO HARRISON
G. HALE HARRISON
HENRY L. HARRISON
ORLANDO HARRISON, Jr.
JOHN L. HARRISON
JOS. G. HARRISON
BURBAGE HARRISON



THE NATIONAL NURSERYMAN



JULY 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

THE MONROE NURSERY

Established 1847.

Offers a Fine Stock of
**SPECIMEN EVERGREENS,
FRUIT AND ORNAMENTAL
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

I. E. Ilgenfritz' Sons Co.
Monroe, Mich.

Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
Graft and Stock Planter and Firmer

GOOD NURSERY STOCK

We make a speciality of growing the following stock for the wholesale trade. Get in touch with us while our list is complete, and cover your wants for Fall 1923 and Spring 1924.

PEACH TREES

APPLE TREES

PEAR TREES

GRAPE VINES, 1 and 2 Yr.

ASPARAGUS ROOTS, 1 and 2 Yr.

STRAWBERRY PLANTS—Leading standard and
everbearing varieties

CALIFORNIA PRIVET, 1 and 2 yr. Cut back heavily
branched

BARBERRY THUNBERGII

FLOWERING SHRUBS

EVERGREENS

CAN DO THIS STOCK IN CAR LOTS OR LESS
INSPECTION INVITED

BUNTINGS' NURSERIES

G. E. Bunting & Sons, Proprietors

Selbyville : Delaware

Represented at Convention in Chicago by C. A. Bunting

Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

A large and complete line of fruits, and ornamentals for the wholesale trade.

FRUIT STOCKS

French and American Grown

Our season has been favorable, and we have the promise of an exceptional growth.

Fifteen acres of overhead irrigation for the better production of shrubs, perennials, and evergreens.

Fall trade list will be issued about September 1st. If you are not receiving our list, a postal will bring it.

The largest wholesale growers in the United States.

Send Us Your List of Wants

NOW IS
THE TIME



You know approximately what your trade demands each year. You also know the items you couldn't get last season.

ORDER NOW

We have what you will need. Our growing season has been ideal so far this year.

DON'T FORGET

We have a fine line of Imported Seedlings and Stocks; and are HEADQUARTERS FOR BARBERRY THUNBERGII SEEDLINGS.

Send Us Your Want List

C. R. BURR & COMPANY

GENERAL NURSERYMEN

MANCHESTER, CONN.

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

J. & P. PREFERRED STOCK

Specialties

FOR FALL 1923 and SPRING 1924

Include

HYBRID TEA ROSES

HYBRID RUOSA ROSE, GROOTENDORST
ROSE, PAUL'S SCARLET CLIMBER

STANDARD or TREE FORM ROSES CLEMATIS

(Large flowering and Paniculata)

DUTCHMAN'S PIPE

(True Aristolochia Siphon)

BLEEDING HEART

(Dielytra Spectabilis)

TREE HYDRANGEA P. G.

(Also bush form P. G. and Arborescens Sterilis)

TREE LILACS

(Assorted French Varieties)

Together With a Good General List of

ROSES, SHRUBS, VINES, PERENNIALS, FRUIT
AND SHADE TREES

In planning your next season's campaign it will be to your
advantage to figure with us.

Jackson & Perkins Company

Rose Growers and Nurserymen

Wholesale Only

NEWARK : NEW YORK STATE

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

RAFFIA

FOR BUDDING and TYING

in the following dependable brands:

RED STAR BRAND

XX SUPERIOR BRAND

AA WESTCOAST BRAND

Can make immediate shipment of any brand
and in any quantity—bale lots or less. Write
for prices.

Also COLORED RAFFIA

We carry a full line of the most desirable col-
ors. Shipment can be made upon receipt of
order.

McHUTCHISON & CO.

95 Chambers Street

New York City

We grow young evergreens in large
quantities and every tree we sell is rais-
ed from seeds in our own nurseries.

If you are in need of lining out stock why not
write for our wholesale trade list before placing
your order. Our prices are low because we
specialize in young stock.

COLLECTORS OF TREE SEEDS

==

THE

North-Eastern Forestry Co.

CHESHIRE

...Connecticut...

TO THE TRADE ONLY

We Grow and Sell a General Assortment of
Nursery Stock. Strong on

**Apple, Pear, Cherry, Plum and Prune
Fruit Tree Seedlings, Small Fruit Plants
and Portland Roses**

*Advance Price List Now Ready. If You Do Not
Have It, Write and It Will Be Mailed Promptly.*

Remember, We Are

Headquarters for Nursery Supplies

Portland Wholesale Nursery Co.

971 SANDY BOULEVARD

PORTLAND : : OREGON

PAINESVILLE NURSERIES

Afterthoughts

We have been to Convention, enjoyed it, and took our parts. Now that we are home again and viewing our own familiar fields, we all feel more sure of our own theories and policies, or else see the other fellow's point, which eluded us in convention argument. These gatherings are instructive and inspiring, and we're glad we went.

Forethought

The lesson is all in vain, however, if we overlook the value of being at the head of the line and prepared for emergencies. THE PAINESVILLE NURSERIES aim to preserve a seemingly modesty in advertising, yet we feel justified in calling attention to our house as an obvious and dependable GENERAL NURSERY SOURCE OF SUPPLY. If you have got to buy something to play safe, do it now before the other fellow gets it. The chances are good we can take care of you, whatever it is, for we are pretty well heeled this year with fine growing blocks upon which nature has smiled—and from which we have kept the weeds.

Deciduous Trees

Evergreen Trees

Shrubs and Vines

Field Grown Roses

Hardy Perennials

Fruit Trees

Small Fruits

Grape Vines, Strawberry Plants, etc.

Holland and Japanese Bulbs

Green House Plants

Seasonable Seeds

THE STORRS & HARRISON CO.

NURSEYMEN --- FLORISTS --- SEEDSMEN

ESTABLISHED
1854

PAINESVILLE, OHIO.

1200 ACRES
45 GREENHOUSES

J. H. SKINNER & CO.

Topeka

Kansas

We Offer

Apple, Cherry, Peach, Plum
and Kieffer Pear Trees

Apple Seedlings

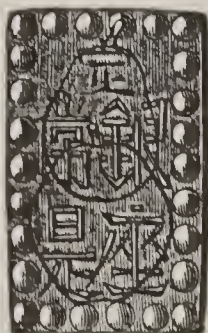
Japan Pear Seedlings

Forest Tree Seedlings:

Black Locust

Honey Locust

Catalpa Speciosa



We Offer Our Usual
Large Assortment of
Fruit Trees, Shrubs,
Roses & Hedge Plants
for Fall 1923.

*Prices and Variety List
Ready Now*

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,
HUNTSVILLE, ALA.

1872—1923

Orders or Information?

Does your catalogue go after orders, or does it just give information about varieties?

A nursery catalogue ought to sell trees—and sell them for the nurseryman who sends out the catalogue. An agent talks about the firm he represents; a catalogue ought to do the same thing. If it does, it becomes a real "salesman" instead of a hand-book of varieties.

We have not only complete equipment for illustrating and printing catalogues for nurserymen, but our Secretary, John Watson, who handles our Nursery printing department, adds to our printing service a thorough knowledge of selling trees, the result of over twenty years' experience in the nursery business.

That combination ought to interest you if you want to try a new and different catalogue, a salesman for your goods and representing your firm. Cooperation with our clients, to make the best of printed salesmanship, is our aim.

May we send you samples of our work and give you an estimate on your next catalogue?

THE DUBOIS PRESS

Horticultural Color Printers

ROCHESTER, NEW YORK



A General Variety of Nursery Stock



35,000 Norway Maple and American Elm,
also Montmorency and Early Richmond
Cherry, 1 year, in car lots or less.



C. M. Hobbs & Sons
BRIDGEPORT - - Indiana

The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI.

HATBORO, PENNA., JULY 1923

No. 7

American Association of Nurserymen Forty-Eighth Annual Convention

CONGRESS HOTEL, CHICAGO, ILLINOIS, JUNE 27—29, 1923

The early arrivals at the convention sweltered with the thermometer around the century mark, but by the time of the opening of the post session on Wednesday it was quite cool and on Thursday, not a few overcoats could be seen on the streets. There was a large attendance, well over 300 being present.

President Paul C. Lindley, of Pomona, N. C., called the

be accomplished. Charles Sizemore, as traffic manager, read a report, summary of which is printed on a separate page, and told among other matters, how his committee was endeavoring to lower express rates.

Perhaps the most important accomplishment of the convention was the adoption of the Horticultural Standards, as prepared by Harlan P. Kelsey and published in pamphlet form some time ago and in the hands of all the



HARLAN P. KELSEY, SALEM, MASS.

*Newly-elected President of American Association of Nurserymen.
Mr. Kelsey is a high power motor for work and it is expected
that his regime will see much accomplished.*

meeting to order and, in the unavoidable absence of Reverend B. E. Chapman, of Aurora, Ill., who was to have delivered the invocation, asked all to arise for a minute of silent prayer. Following the president's address, Albert Meehan, Chairman of the Program Committee outlined the scope of the meeting and what was expected to

members for consideration. With a very few minor changes it was adopted for one year when it will be revised should the practical application of the standards, show a necessity for it.

The Treasurer's report, Mr. J. W. Hill, Des Moines, Iowa, showed a healthy financial condition of the asso-



CHARLES SIZEMORE, LOUISIANA, MO.
Secretary and Traffic Manager of American
Association of Nurserymen—
"The Willing Horse"

ciation. The receipts added to balance in treasury on June 28, 1922, of \$21,378.43, amounted to a grand total of \$43,748.85. Disbursements totaled \$23,395.58, leaving a balance of \$20,353.27.

The illustrated lecture by J. R. Shaw, Professor of Pomology, Amherst, Mass., on the Possibilities of Nursery Fruit Certification was of extreme interest and showed marked progress in the application of science to nursery practice.

His address will be published in our next issue.

The Quarantine on Rose stocks came up for discussion and was of extreme interest. The consensus of opinion indicated the nurserymen of America were now quite capable of raising them both in quality and quantity. A resolution was adopted in favor of a quarantine against imports.

A. H. Hill, Dundee, Ill., Chairman of Committee to assist Dr. S. B. Detwiler, U. S. D. of A. in the completion and publication of an edition of quarantine regulations showed charts that had been compiled by Maud A. Thompson, Bureau of Plant Industry, Washington, D. C.

There is a separate chart for each state, showing quarantines controlling the destination of the nursery stock from that State at a glance.

The activities of the Vigilance Committee combined with the adoption of the By-Law against Commercial Bribery, fostered by the incoming president as good proof that house cleaning continues and the association is sincere in its efforts to enforce and maintain a high standard of practice among nurserymen.

NURSERY PUBLICITY

The discussion on Nursery Publicity was somewhat disappointing, due perhaps to its being brought up at a session that was not very well attended.

J. A. Young, originator of the Plan to Plant Another Tree Movement and Secretary of the Tree Lover's Association of America, Aurora, Ill., made an inspiring, extemporaneous address covering the efforts of the movement to encourage planting.

The movement is national in scope and includes The Replanting of Home Orchards, Popularization of Landscape Art, Forestation and Reforestation, The Beautification of School Grounds, Roadsides, The Planting of Memorial Trees, etc.

Mr. Young, by means of a chart, showed the plans for reaching the 110 million population and inspiring them to plant.

Many individual members of the association are subscribing to this movement and the association itself is financially supporting it. It should have the hearty support of all.

MARKET DEVELOPMENT

F. F. Rockwell, chairman of Nursery Publicity described the activities of his committee, showing remarkable accomplishment at little expense and outlining a budget for the coming year.

The budget was referred to the executive committee for action.

J. M. Devine, Adv. Manager for "The Country Gentleman" Philadelphia, Pa., told of the ideals and aims of The Press to encourage planting, especially to bring back the "home" orchard to the farm.

The officers elected to serve for the ensuing year are:

President—Harlan P. Kelsey, Salem, Mass.; Vice President—George A. Marshall, Arlington, Neb.; Treasurer—J. W. Hill, Des Moines, Iowa; Secretary and Traffic Manager—Charles Sizemore, Louisiana, Mo.

Executive Committee to serve for two years.

Paul Lindley, Pomona, N. C.; F. A. Wiggins, Toppenish, Washington; E. C. E. May, Shenandoah, Iowa.



J. W. HILL, DES MOINES, IOWA
Treasurer of American Association of Nurserymen

ATLANTIC CITY THE NEXT PLACE OF MEETING

There was a strong effort made to have the next convention in San Francisco. Kansas City also had its boosters, Rocky Mountain National Park, near Denver and Springfield, Ohio also had their advocates.

The first vote proved Atlantic City the popular choice, the second vote giving it an overwhelming majority.

EXHIBITS AT THE CONVENTION

Baker Bros. Co., Ft. Worth, Tex., Biota orientalis.

Benton Review Shop, Fowler, Ind., catalogues.

B. F. Conigisky, Peoria, Ill., photographs.

A. T. De La Mare Co., Inc., New York, horticultural books.

D. Hill Nursery Co., Dundee, Ill., evergreens.

Jagerson Fuel Co., Neenah, Wis., baled cedar tow, shavings and screened sawdust.

J. Horace McFarland, Harrisburg, Pa., advertising literature, catalogues, etc.

Monroe Letterhead Specialists, Huntsville, Ala., letterheads.

A. B. Morse Co., St. Joseph, Mich., catalogues.

Onarga Nursery Co., Onarga, Ill., shrub digger.

Parker Nursery & Orchard Co., Tecumseh, Okla., thornless dewberry.

Process Color Printing Co., Rochester, N. Y., process color plates.

Rock River Irrigation Co., Rockford, Ill., Rico irrigating system.

Swenson Nursery Co., Siloam Springs, Ark., seedling peach pits.

United Litho. & Printing Co., Rochester, N. Y., fruit plates and nursery supplies.

Robert C. Young, Greensboro, N. C., boxwood and barberry.

Gibson Manufacturing Co., Port Washington, Wis., Bolen's power hoe and lawn mower tractor.

President's Address

PAUL C. LINDLEY, *President*

American Association of Nurserymen

Ask a man from California to talk on any subject, and he will usually talk about the "livest" spot in America, his state. There is another live spot, Carolina, and I believe a little Dixie data will be an eye opener to members from the noisy North, woolly West, and effervescent East.

Greensboro, my home town, is about halfway between Baltimore and Atlanta. In a fifty-mile circle around Greensboro there is a population of 577,000 people, more people than in any other circle of the same size, south of Washington, west to Memphis, and east of the Mississippi river. There is only one other circle in the entire south with more people, a circle around Dallas, Texas.

In this circle you will find the:

Largest hosiery mill in the world.

Largest denim mill in the United States.

Largest aluminum plant in the world.

Largest underwear plant in America.

A city that manufactures more tobacco than any city in the world.

A city that has second place in the manufacture of furniture in the United States.

The home of Marshall Field's Chicago group of mills.

On the rim of this circle your vice-president spent his childhood days; though an adopted Yankee, he still shows the influence of the south.

In Carolina is also located the largest towel mill in the world, the largest pulp mill in the United States, the largest damask mill in the United States, the second largest hydro-electric power development in the world. One county, Gaston, with over a hundred cotton mills, also has more cotton mills than any other state in the Union.

Many of the larger mills employ landscape gardeners to look after their mill villages; also the progressive executive heads believe "It's not a factory home until it's planted." In variety of soils and seasons, we stand alone; our plant life is in greater variety than is to be found on the entire continent of Europe. Carolina is

both a winter and summer playground. The sand hill section has planted in the past few years 40,000 acres in peaches, while our mountain apples a few years ago were awarded first prize at Spokane, Washington.

Think of it, with one-fifth the area of Texas and one-half her population, North Carolina is leaving Texas, and all other Southern states in a program of progress. Think also, that North Carolina was ravaged and desolated by the war of 1861-5, from shore to mountain, and suffered from the process of reconstruction to a far greater extent than Texas.

Our state and counties are spending \$120,000,000 for good roads on a two-year building program, and \$42,000,000 in 1922, on public education.

The city of Greensboro with ninety-six trains per day gives the Southern Railway more revenue than any other town between Washington and Atlanta. Has voted bonds to the amount of \$1,300,000, and loaned the Southern Railway for the purpose of building a new passenger station. Leads in municipal improvement and led all southern cities, when population is considered, in building during the past year. Is the insurance centre of the south with ten life and fire companies. Greensboro is the birthplace of O'Henry, the well-known writer.

I suppose many in the audience are wondering why I am devoting a president's report to a talk about my home town and Carolina. I believe you will agree with me that I had a reason other than spirit of pride for our section, for not only our material resources but our men made our town. Backing up a strong Chamber of Commerce, our men combined with our material resources, lit the fire of friendliness and made a united power, capable of producing such results. If there is a moral to this story and the American Association of Nurserymen booster is not working, apply for ours.

As your president, it is my duty and my privilege to render you a report of the activities during the past year.

It has been a great pleasure for me to have served you and to have added what little I could toward building an active association. I will only try to touch some of the "high spots."

Your secretary and the splendid co-operation of the Executive Committee, together with active committee chairmen have been a factor in making the year's work easy. The members have aided in every way possible, when called on, and I want to thank each and every one for their splendid support.

Before leaving Detroit, I was fortunate in securing the acceptance of chairmen of all important committees and within thirty days all committee chairmen and committeemen were appointed; and accepted. There was no delay in beginning the year's work. Acting upon ex-President Cashman's suggestion, each committee chairman had the selection of those who were to work with him during the year. Thus, the machinery of the association lay idle only during the session of the convention.

When the convention of last year had adjourned and members were returning home, the executive committee



PAUL C. LINDLEY, POMONA, N. C.

*Popularly known as Paul of Pomona—Retiring
President of American Association
of Nurserymen*

remained to devise means for the beginning of a new association year.

Our next meeting was at Kansas City, Missouri, in January. It was thought wise to have at this meeting several of the committee chairmen, so that they could get your committees' point of view in handling our association work. That we were being looked to to provide an active administration, a meeting was called for Chicago on Saturday preceeding this convention for the purpose of talking over our problems, especially along the line of organization. Mr. E. E. May, of Shenandoah, Iowa, will make a report to the convention concerning this conference. There was no need for additional meetings, many minor matters being handled by correspondence.

The correspondence of your president, being quite heavy—many letters requiring much time, thought and tact—and being located far away from the usual nursery centres, I have had no one to discuss many problems, but attempted to handle all correspondence promptly, and I hope in a way that has met with approval. On assuming the duties of president, I realized fully the responsibility of being called to lead leaders, and in due time the different committee chairmen will tell of their activities.

Mr. Rockwell has been quite active, publishing frequent boosters, not only to association members, but mailing to all nurserymen looking towards a larger membership. His slogans, "It's Not a Home 'Till It's Planted," "It's Not a Farm Home Without Fruit," having a ready sale in booklet form, also used by members in their advertising stationery and catalogue covers. A booklet on small fruits would make a valuable addition, and then no phase of the trade would be ignored. Mr. Rockwell will give you a report in detail, not only the cost, but what has been accomplished during the year.

A recent publication by E. C. Hilborn, Valley City, North Dakota, should make a valuable addition to the future market development work. It is easy reading, and would like to see an Eastern, also Southern edition. L. W. Ramsey's landscape letter sent out from Davenport, Iowa, along with the South Dakota booklet, and our friend W. T. Hood, of Richmond, Virginia, entering the landscape field, makes Rockwell's message more effective.

The backbone of association work is an efficient Vigilance Committee. I was very fortunate in securing an able chairman in Mr. L. J. Tucker, of Madison, Wisconsin. Effective vigilance is best handled quietly and many cases should have attention at the association's expense before our annual meeting. A steamboat when making a landing uses both her whistle and propeller, her whistle makes lots of noise, but the propeller is what pushes the boat along. Let's all get in the propeller class, handle our vigilance work quietly and promptly. Mr. Tucker will make the report for his committee, though my files contain much material of a minor nature.

Mr. J. Edward Moon, chairman of your Legislative Committee, has rendered conspicuous service with a skill we are all pleased to acknowledge. He has made frequent trips to Washington and other points for conference, not only concerning plant pests, but to keep a vigilant eye upon legislation, that would effect our people adversely. The past year's work has been more in the nature of watching, as no serious legislation has been enacted or introduced.

Transportation. Charles Sizemore's message to you will be one of good cheer, if active hustling can accomplish results, looking towards express and freight rate reductions. Sizemore is the "spark plug" of the association and I am sure all of us await his report on the progress of the association in membership and all other activities with interest.

Standardization of Horticultural Trade Practice. Well done thou good and faithful Kelsey—you and your committee deserve more than a vote of thanks from the association for your labor and tireless efforts as shown by your report mailed to all members in advance of our association meeting. I hope that all members have stud-

ied this report and made suggestions or criticisms so that Chairman Kelsey can present to the convention for adoption, a report covering not only the committee, but the entire association's reaction on same. Looking back over the past year, one feels that he can safely say, without being called too optimistic, that the horticultural and related industries have just completed a year of progress and success.

I have not the time in this brief report to mention all features outstanding during the past year, yet a few stand forward so prominently that I desire to call to your attention again before commencing another year of progress.

First and foremost is J. A. Young's "Plan to Plant Another Tree," which burst forth during the year as a star of the first magnitude, with many local "Plan to Plant Another Tree" clubs in all sections of the country, backed by a progressive group of Illinois association nurserymen, and the recently formed Tree Lovers' Association of America, should mean thousands of dollars in sales to the nurserymen. It should be our duty as a member, also as an association to aid this great movement. W. T. Cowperthwaite, of Holm & Olson, St. Paul, Minnesota, deserves a word for his attractive articles, backing up our publicity activities.

It is also interesting to note that during the past spring radio talks by two Quakers, Edward Moon and Robert Pyle, were broadcasted for the benefit of garden lovers and plant growers. Frequent talks during the growing season on after care would be service really worth while for the A. A. of N. to "tune in" with.

Three books have been published, which every nurseryman should have on his desk. "Amateur's Gardening" by E. C. Hilborn, Valley City, North Dakota; "How to Grow Roses" by Robert Pyle, West Grove, Pennsylvania, featuring the culture, and one by J. Horace McFarland, Harrisburg, Pennsylvania, covering the rose in general, "The Rose in America."

On October 13th after a hearing with a committee appointed to confer with the Federal Horticultural Board, the board announced that the washing of roots of imported plants would not thereafter be demanded, provided such roots could in some other way be rendered entirely free from soil. On October 12th there was organized at Washington, D. C., the American Horticultural Society, a non-commercial body that will no doubt help largely in our horticultural progress. On December 5th a Canadian National Nurserymen Association was formed, which will do much toward strengthening the ties between the Dominion and the United States. We welcome these two new societies.

During the last year or two the nursery trade has made progress along all lines ethical, and my report would not be complete without calling to your attention the election of Harlan P. Kelsey, as a member of the Executive Committee of the Commercial Standards Council, and the New England Association is going after the grafters. When this bill comes before your state association, back it.

A paper by Professor S. W. Fletcher, Pennsylvania State College, presented at recent meetings of the New Jersey and Indiana State Horticultural Societies, was in-

teresting and inspiring. Representatives from all state horticultural societies should be invited to our association meetings.

This has been a year of slogans. Coue's battle was won before he sailed from France, "won by a word." His slogan, "Day by day in every way, I am getting better and better," was in a few weeks heard in every remote hamlet in America. Rhyme and rhythm had much to do with the popularity of Coue. I have read somewhere that "men shall not live by word alone, but mostly catch-phrases," and recent history seems to indicate that man shall not get rich by industry alone, unless he can hook it up to a convenient slogan. Have also heard that the success of a publisher and the reputation of a novelist was made by a hired hand in the print shop, suggesting the title, "When Knighthood Was in Flower" to an otherwise undistinguished book.

"The beer that made Milwaukee famous" did no such thing, but the phrase itself accomplished what the beer had failed to do. "The flavor lasts" may or may not be true as applied to the product, but the flavor of the phrase certainly sticks in men's memories.

What about a slogan for the nurserymen? During the past year many have been suggested. At recent annual conventions bigger men than I am have told you what the paint, cement and many other manufacturing organizations have accomplished with a slogan and national advertising. A paint or cement factory can be defined in a few words, a manufacturing plant and capital. It takes money and factories making similar products to make national advertising pay.

Did you ever try to define a nurseryman? The head waiter here in the Congress Hotel can walk into the office of any newspaper in Chicago, contract for pages of copy, and be a nurseryman. A lock box in the post office, a vacant lot his office, and plant.

The above shows how easy it is to become a nurseryman. Any farmer can start a nursery, many manufacturing plants and real estate concerns plant out a small acreage for the purpose of securing wholesale lists.

The United States is so large, our interests so varied, that I doubt the wisdom at this time of attempting to do national advertising, using a national slogan, but we can put the American Association of Nurserymen to the front. Let's stop and consider first, a field worker, an efficient man spending all his time before horticultural and nursery organizations, explaining what A. A. of N. means, its aims and aspirations toward American horticulture. There is no better way to add new members and create renewed interest in our work and organization. The greatest of buildings arise one brick or beam at a time, and it might prove difficult to arrange for this as continual service, but this man could assist the president in publishing each month a "house organ," handle our vigilance work face to face with a nurseryman at his office promptly and fearlessly.

A small insignia is what we need for a slogan, the three letters, A. A. of N. printed on every piece of literature we send out, and on the reverse side of the millions of labels.

I am sure all broad minded nurserymen realize that something more is needed, that we must be better organ-

ized and our name and association put before the planting public, if we, the square deal fellows, are going to make progress and prosper.

In our relations to the planting public, there are many matters pending, there will arise problems from time to time that require prompt action. Effective service for prompt detail work cannot be had without the man on full time and full pay. We have the wealth, have we the willingness?

I hate to be a kicker,
I generally stand for peace,
But the wheel that does the squeaking,
Is the wheel that gets the grease.

One other matter I would like to call your attention to is that in 1923 we meet for our fiftieth annual convention. It is not too early to be thinking of what an occasion we can make of this meeting, and officers should be chosen who "have the time" to make this meeting a great occasion for American Association of Nurserymen publicity.

Four years ago I came to Chicago an unknown nurseryman, not even knowing personally the members of your executive committee or officers. I am not going to thank anyone for my appointment as chairman of your Vigilance Committee for three years, but I do desire to express to the association my sincere appreciation of the honor you conferred upon me in electing me president, a distinction which you could have much better conferred upon, and which could have been more ably born by many others of your members—but none of whom, I assure you, could surpass me in saying I have enjoyed my four years work, and retire to join the ranks to do my bit as a member for an organization that can do much towards making America more fruitful and beautiful.

REPORT OF THE MARKET DEVELOPMENT COMMITTEE COVERING ACTIVITIES FOR 1922-23

Gentlemen, once again the members of your Market Development Committee come before you to make a report of what has been done with the work entrusted to them.

That work is, of course, primarily "developing markets"—developing the markets which absolutely must be developed if they are to absorb your ever-increasing production and if you are to continue in a healthy state of business.

It has been the history of every successful industry in this country that, as production increased, an ever increasing amount of effort had to be put into the systematic creating of a demand for the products of that industry.

To me, it seems that there can be no shadow of a doubt that the nursery industry, as an industry, must, during the next few years, give more attention to creating a nation-wide demand for its products than it has ever done before.

The work of the Market Development Committee is, I repeat, primarily to develop markets.

But for the last few years, and especially during the past year, there has been added other things—things equally important, but not in any sense of the word market development matters. These things we have been glad to do, but to make our report as comprehensive as possible, I am going to try to give you a picture of what has been done in each separate field, dividing this report for this purpose under the four following headings:

1. General Publicity.
2. Advertising and Publicity Service to Association Members.
3. Membership Campaign.
4. Organization and Miscellaneous Matters.

GENERAL PUBLICITY

Let us first take up the subject of publicity. Before reporting in detail what was done last year, let us, to get a proper perspective, go back a few years so that you can see what is being

done now compared to what was being done several years ago.

In fact, the first work of the old market development organization, which was then, as you will remember, separate from the American Association of Nurserymen and supported by funds contributed by individuals, started this work.

Now there is one peculiar thing that you, of course, have noticed about newspaper psychology—the average newspaper wants to talk about the same things that every other newspaper in the country is talking about, and at the same time.

If the mummied remains of poor old "Tut" are dragged forth to the light of day after having slept peacefully for several centuries, that fact may be given two paragraphs on an inside page and pass unnoticed. But if it happens to be featured on the front page of enough newspapers for one day, then that is the signal for every newspaper, large and small, over the entire country to "play it up" as a feature every day thereafter as long as it has "news value."

When the old original market development organization began its work, articles about plants and planting were not "news." So far as we know the only planting articles that have ever been syndicated up to this time was the series sent out on home gardens and vegetables for the W. Atlee Burpee Company. The newspapers were rather slow to use these, suspecting "a nigger in the woodpile," particularly as they were sent out by an individual firm.

When we began to use the same idea in the nursery campaign and the articles were sent out by an association rather than by an individual firm, we were, of course, in a much better position to get this kind of material used. Even us, however, the replies we got back from the first return postal cards sent out to our newspaper list back in 1917, shows that only 13% of those who replied made the statement that they were using the material and would like to have it sent to them in the future. A great many replied that they were not printing any "free advertising" and requested us either politely or otherwise not to send them any more.

The returns from a similar inquiry sent out during the last year showed that over 70½% of those who replied said that they were making use of the articles and they would like to receive the remainder of the series. So you can see what a decided change there has been in the attitude of the newspapers towards the use of this kind of material. This has been due, partly, we believe, to the fact that we have taken care always to supply the sort of thing which had some real value to the reader, and is always presented from the reader's point of view, rather than from the nurserymen's.

In order to check up as far as possible on the number of articles being used, we employed the services of two clipping bureaus for six months, beginning with November. Through this service we received about 1400 articles and from other sources, 700.

The fact that there was practically no duplication in these clippings showed that the clipping girls were not getting, by all means, all of this material. This was particularly true of course, of the smaller papers which constitute the majority of those using our service.

The information which we can gather from all sources leads us to believe that more than 10,000 articles have been used during the past year. We believe this to be a very conservative estimate.

As the total cost of these articles was about \$3700, the cost per article amounted to 37 cents for each article used. Practically every article was used in its entirety, occupying an average of two-thirds of a column to a full column. This amount of space could not have been purchased for many thousands of dollars.

Along with this, too, there has been a tremendous growth in the interest in planting and gardening in this country, which is the cause and which, the effect, it would be impossible to say—like the old problem as to which comes first, the chicken or the egg?

Be that as it may, the fact remains that during the last two years there has been probably a greater interest on the part of the general public in planting than in the preceding twenty years. The various garden and horticultural publications have increased their circulation as never before, and several new ones have sprung up. The daily papers are giving an ever-increasing amount of space to planting and particularly to home beautification.

In addition to this, several other organizations have been supplying the press regularly with articles which directly or indirectly cannot fail to help increase the demand for the nurseryman's product.

One of these which you all know—and which incidentally everyone of you should help support—is the "Plan to Plant Another Tree" movement so ably and energetically conducted by our friend, Mr. J. A. Young, of Aurora. This movement was given splendid financial assistance by our Executive Committee, which donated \$2000.

Then there is the American Tree Association behind the activities of which is to be found a man to whom every nurseryman in this country owes a great debt—Charles Lathrop Pack. Most of you probably know the plan under which Mr. Pack is conducting his work; that is to give a membership in the American Tree Association to everybody who plants a tree, provided they have the tree recorded and registered in the American Tree Association. There are no other dues.

The American Tree Association reports in one county in Illinois alone—Winnabago county—17,500 memberships among pupils in the public schools. Like the "Plant to Plant Another Tree" movement, the American Tree Association makes a particular effort to work with Chambers of Commerce, Women's Clubs, Rotary Clubs, Lions and Kiwanis Clubs. Personally, I would like to make the suggestion right now to whoever may be chairman of next year's program committee, that the effort be made to have Mr. Pack, who is an excellent speaker, give a talk at next year's convention. The effort was made to get Mr. Pack this year, but press of business made it impossible for him to accept our invitation.

The Federal Department of Agriculture and the various state departments have been more active this year than ever before in sending out publicity material to the newspapers and all of this, of course, helps.

Probably, every member of this association knows that certain enthusiastic members of the women's clubs finally succeeded in having adopted a "National Planting Week." This received a great deal of attention in the general press and, although this was the first year planting week has been in force, the stimulating effect which it had was felt everywhere this past spring.

It is very fortunate for the nursery industry that they can have material of this kind so helpful to their business sent to the newspapers of the country from half a dozen different sources, as it is. The more there is sent in this way, the more will be used. All signs at present indicate that next year will see the greatest campaign for tree planting and for home beautifying that the country has ever seen—one which will outdistance by far even the wonderful record of the past year.

NEWSPAPER CUTS

When the electrotypes cuts of the slogan were sent out to the members of the American Association, we assumed that a number of these would be sent back and we thought that a good way to use these would be to offer them to the newspapers making use of our articles, although we were rather doubtful as to how many of the newspapers would take up this proposition as it was much more like giving the nurserymen free advertising than was the case in using the reader articles.

In this connection, our first surprise came with the fact that we got hardly any of the cuts back from the members of the association. Out of 350 cuts sent out, only thirteen were returned. Our second surprise was from the newspapers. So many requests for the cuts came back that we had to send out to newspapers a total of 400 of the slogan cuts, carrying the messages "It's Not a Home 'Till It's Planted" and "It's Not a Farm Home Without Fruit," so without any cost to the association, except the actual cost of the electros, they are being published in hundreds of newspapers, reaching hundreds of thousands of prospective customers, planting the seed for future business.

LANTERN SLIDES

Another indication of the increased interest in planting has been the remarkable demand which we have had for the association colored lantern slides, illustrations, landscape planting and individual plants. This set of slides has not been in our office over two days at a time from early September up to June 19th. In a number of cases, we had to wire the firm which was using them to send them on directly to the next person who wanted them. We feel that, in addition to the set of landscape slides which we already have, it would be worth while for this coming year to have a set of orchard and fruit tree slides made up, and also an additional set of the landscape slides. I believe it would be possible to have all three sets busy most of the time from early autumn until the following midsummer.

PUBLICITY AND ADVERTISING SERVICE TO MEMBERS OF A. A. N.

So much for the general publicity work which has been carried on. We come now to the publicity and advertising service which has been supplied by the National Planning Service direct to members of the American Association. The general idea back of this work has been, I think, most concisely put in one of President Paul's many good slogans, "Plan to Plant Publicity."

What President Paul meant by this particular one of his many Pomona preachments was to have every members of the association get back of the publicity idea and do everything he could to spread it as an individual in addition to what the association

was doing as an association; and along with this, to have the association help the individual in spreading publicity in every way possible.

It seemed to your committee that one of the things needed for this work was a slogan which should embody the argument for planting in the briefest and most catchy phrase that could be found. This was a hard nut to crack. After many weeks of correspondence, discussion in the columns of the booster and trade papers, and several meetings of the members of the Market Development Committee who lived near enough to get together, the slogan "It's Not a Home 'Till It's Planted" was decided upon as being the one which gave the possible prospective user of nursery stock a real reason why he should plant a few woods.

There are several factors which make particularly difficult the procuring of an effective slogan for the nurserymen's products.

In the first place, there are many different types of things to cover. The paint manufacturers can sell "paint", the florists can sell "flowers," but the nurserymen cannot sell either trees, shrubs, plants or fruits alone without leaving a wide part of the field uncovered.

In the second place, while paint, or hollow-tile, or some particular kind of lumber, or Sunkist oranges, are the same in Maine or Florida, California or Delaware, on the other hand, the products of the nurserymen vary greatly both geographically and seasonably.

This, of course, greatly increases the difficulty of boiling down the nursery selling argument to anything so condensed as a slogan should be. It makes it practically impossible to use a slogan which mentions any particular kind or even kinds, of nursery products.

WHAT A SLOGAN SHOULD BE

But that does not necessarily make impossible the finding and the use of a slogan which will, if sufficiently backed up and pushed by those in the trade, help greatly in extending the market for nursery products.

If you analyze the purpose and the accomplishment of some of the most successful slogans which have been used, you will find that their work has not been accomplished by directly urging people to use some particular product. On the contrary, what the successful slogans have done is to plant a suggestion that will ultimately stimulate the increased use of the products to which they are attached.

We have emphasized the word *suggestion* because its importance is too often not realized outside of those who have made a study of the business of selling. Suggestion has come to be known as absolutely the most potent factor in selling. Half of the things you buy and use have been sold to you through the medium of *suggestion*—usually without you realizing it.

WHAT HAS THE NURSERYMAN GOT TO SELL?

The answer which first comes to mind of course is "trees, shrubs, plants."

But I say that this is not what the nurseryman has got to sell. What he has got to sell is not trees, shrubs and plants, but an IDEA—the idea that planting is an essential to the modern home, as is good plumbing, or heating or music in the home.

Sell that *idea*—and the sale of trees, shrubs and plants *must* follow as the fruit follows the blossom or growth follows germination.

SLOGANS MUST HAVE WIDE SCOPE

Any slogan designed for use by those engaged in an industry which is as diversified in its products as the nursery industry is, must of course, be very broad in scope. It is to my mind impossible to attempt to designate all of the various kinds of things which must be covered. I believe it is a mistake to designate any of them because if some are mentioned and others are not, some part of the field from which the harvest is to be reaped will be left uncultivated.

The slogan which has been selected by the Market Development Committee, after a great deal of consideration and correspondence, does cover the entire field. It suggests the use of *all* kinds of planting material, not any particular line. It applies to all sections of the country, and to any season of the year. What is to be planted will depend naturally upon the kind of a home it is that is to be planted—whether it is a small suburban lot, a good-size country place, or a farm home where wind-breaks and a fruit orchard would be as much a part of the planting which should be done as would ornamentals for the suburban lot.

Moreover this slogan has the distinct advantage of tying up directly with what is now and will be the biggest "market developer" we will have for many years to come—that is the present building program which is being put into effect all over the country. It lends itself to use by landscape architects, by

everyone who is interested in real estate, as well as by the nurserymen themselves.

The correspondence which followed the announcement of this slogan showed immediately and conclusively that it was satisfactory to a far greater percentage of the members of the association than any other of the many which have been suggested and discussed during the last several years. There were, however, a number of the fruit men who felt that it did not sufficiently cover their side of the field and it was as a consequence of this that our prolific President Paul suggested as a running mate to this slogan the other which we have used—"It's Not a Farm Home Without Fruit."

To save both time and money, a complete set of these slogans was mailed out to every member of the association, with a "Service Bulletin" supplement to the Booster, stating that the cuts could be returned if not wanted. As we have already stated, out of the 350 cuts sent out only 13 were returned. They have been widely used in catalogues, on letterheads and circulars and in local advertising, and they have certainly helped to "plant publicity."

To carry out still further the idea of spreading as widely as possible to the general public the argument for planting, the Market Development Committee prepared the two booklets with which most of you are now familiar. The object in the case of each of these booklets was to get out something which would create a desire to plant. In the one case, ornamentals of all kinds, shade trees, shrubs, vines, perennials, etc., and in the other case, fruits of all kinds, both for commercial orchards and for home use. These booklets were first introduced at the Kansas City meeting of the Western Association of Nurserymen and the Boston meeting of the New England association. Not knowing just how many we would be able to place, it was not possible to set a definite price, as that would depend on the size of the edition. Orders were taken on the basis that the booklets would be between \$2.00 and \$3.00 per hundred. The orders received, however, totaled such a large quantity that when these booklets were sent out, we were able to sell them finally at \$1.75 a hundred; and in the many cases where cash has been sent in advance with the order, the difference was refunded to the various members. The entire membership of the association was then circularized and so many orders were received that it was possible for us to sell the second edition at \$16 per 1000. The total number of orders received reached the surprising figure of 250,000 of the booklets, a quarter of a million. Of these, all we had on hand when I left home was 4000 and I have received word since that an order for 10,000 more has come in.

Many of those who ordered booklets in the spring stated that they would want larger quantities for use early in the fall, and we would like to take back from this convention orders for as many of these booklets as possible, so that we can get the third edition under way at once.

We have also sent out to the members of the association sets of the articles which have been supplied to the newspapers of which reprints can be had at a very small cost. These articles can be used in a dozen different ways. The orders received for these reprints so far have totalled some 100,000, but there is every indication from the correspondence received that many times this number will be wanted for the fall campaign. We would suggest to those of you who are here that you let us know your wants so far as you can before we leave the convention so that we can get this work started promptly. Our note on order blanks.

Your committee has also prepared some stickers or seals of slogans which are now available. The price at which we can sell these will depend upon the quantity we can order. You will find samples of these on the president's desk and samples will also be mailed to all members of the association.

In addition to the activities outlined above, there was some other work which the Executive Committee wished the Market Development Committee to undertake. One thing was the carrying on of a drive to increase the membership of the association in co-operation with what might be done along this same line by the president and the Executive Committee.

As a first step in this direction, we obtained from the various states and from the U. S. Department of Agriculture, lists of all those throughout the U. S. who were doing a nursery business. After these lists were gathered and compiled, involving a vast amount of clerical work, we had a list of some firms who might be considered as doing a nursery business of one description or another. This is after eliminating as carefully as possible, the names of several thousand florists, sales agents and others who would be considered "dead wood" for the purpose we had in hand.

To this list was sent three different copies of the Booster and also questionnaires designed to obtain information as to the character and the extent of the business which they carried on, and

as to whether or not there was a possibility of their becoming members of the American Association. While the results of this campaign cannot be checked up accurately, we do know that we have taken in 87 new members; and we have a list of more than 50 firms who have signified their intention of joining.

In addition to this a number of advertisements were run in the trade papers, emphasizing the advantages of membership in the association and seeking to interest the members. An enormous amount of correspondence was also carried on with those who seemed to be interested and also with members of the association and with members of the sectional associations, urging them to secure new members.

ORGANIZATION AND MISCELLANEOUS WORK

Without taking the time to go into details concerning this, we can mention the fact that one of the items of chief interest in the trade papers and at the conventions during the past year has been that of working out a plan by which the various sectional associations which have been developed in different parts of the country and have become so important in the industry might become really affiliated with the American Association to the mutual advantages of both the American and the sectional associations, and also to all the members of each. This phase of our activities has of course been amply covered in Mr. May's able report.

ANALYSIS OF EXPENDITURES

Here is a recapitulation of the expenditures of money which has passed through the hands of the Market Development Committee:

ANALYSIS OF EXPENSES

MARKET DEVELOPMENT OFFICE, 1923-1924

1. Newspaper Publicity and Advertising Sent to Members.

Item A—Paid to F. F. Rockwell for preparation of material used, 40 newspaper articles and 2 booklets	\$ 950.00
Item B—Paid to Seabrook Co., for office rent, clerical work, bookkeeping, mailing, etc.	1,850.00
Item C—Printing articles, distribution, press clipping service and other incidentals	942.11
Total	\$3,742.11

Item D—Advertising service to members, including preparation and distribution of slogan cuts, electros of booklets, etc.	599.10
(Note:—About 350 of these sets of cuts were sent to members, most of whom have sent in their \$1.00 paying for the set.)	
Total	\$4,341.21

2. Supplementary Reports.

Covering other work carried on through Market Development Office, but not directly a part of Market Development work.

Item A—Booster—6 issues, July, Oct., Nov., Jan., Feb., June. Paid to F. F. Rockwell for preparation of material and editing	150.00
Printing	113.79
Total	\$263.79

Item B—Membership Campaign, covering the following work: Completing list of 7000 names, printing and mailing three issues of 7000 Boosters to above names, advertising in trade papers, etc.	717.06
(Note: Not possible to check up accurately the returns for this campaign but 90 new members have joined and more than 50 signified their intention of joining later.)	

(Note 2: All overhead expenses, incidental to carrying on both the Booster and the membership campaign, have been charged against the Market Development Publicity work, although in reality a considerable portion ought justly be charged against those two activities.)

Item C—Miscellaneous.	
By authorization of the Executive Committee we purchased an addressograph and a mimeograph—amount	130.00
Also by the direction of the Executive Committee attended meetings at Washington, D. C.; Kansas City, Boston (twice) and New York, involving travelling expense of	343.46
Miscellaneous incidentals amounted to	188.69
Total	\$662.15

RECOMMENDATIONS FOR 1923-1924

Realizing that the effectiveness of any publicity or advertising work depends to a very great degree upon its continuity, your committee recommends the following program for the coming year:

1. Continuation of newspaper articles, putting same on weekly basis, giving fifty-two instead of forty as supplied last year. We have allowed for this item the sum of\$5,000.00
2. The addition of mat illustrations to accompany some of the reader articles. We believe that this would increase very greatly both the number of articles used, and their effectiveness. While it may not be possible to send illustrations with all articles, we suggest using as many as can be obtained up to the sum of.. 500.00
3. *Booklets*. We suggest the preparation of three new booklets, similar in size to the two already available. One on small fruits for home and commercial use. One on the proper handling and planting of nursery stock. One on the after care of plants, covering, pruning, spraying, mulching, summer and winter care, etc. These booklets to be sold at cost to members of the association.
4. The addition of two sets of colored lantern slides, one on Fruits and Small Fruits, and one on Beautification of the Home Grounds. There have been many requests from magazines and the large newspapers for good photos, illustrating planting. We would suggest starting a collection of photos, in a moderate way, as soon as possible. For slides and photographs we have allowed the sum of 500.00
5. Continuation of advertising service to members, in the supplying of cuts, booklets, seals and other advertising helps. This service is practically self-supporting.
6. We believe that this association should have a film or two presenting in the modern, universal language the story we wish to tell. We urge the most serious consideration of this most effective method of market development, but we hesitate to make any recommendation concerning it because of the cost, which would be in the neighborhood of \$4000.00 for each film.
7. *School Essay Contests*\$1,000.00
Last, but by no means least, we most earnestly recommend a substantial campaign to secure the widest possible use of the School Prize Essay Plan.
8. Miscellaneous 500.00

\$7500.00

REPORT OF COMMITTEE ON THE PUBLICATION OF A DIGEST OF NURSERY LAWS AND QUARANTINES

For the purpose of effecting better observance of plant laws and quarantines, a digest of the various State and Federal regulations governing interstate nursery trade has been prepared by the committee during the past eighteen months. Mr. S. B. Detwiler, of the Office of Blister Rust Control, U. S. Department of Agriculture, Washington, D. C., was present at the 1922 convention and declared that a large per cent. of the violations of the Federal blister rust quarantines are found to be due to oversight or carelessness on the part of nursery employees. He also pointed out the lack of uniformity in the existing plant laws of the various states. A circular has been written by members of the U. S. Bureau of Plant Industry, giving abstracts of the Federal and State laws and quarantines pertaining to interstate shipments and also to importations from foreign countries. Postal regulations concerning terminal inspection and the proper marking of packages of plants shipped by mail, are in-

cluded. Also the plant regulations of Hawaii and Porto Rico, as well as Canada.

Supplemental to the circular, wall charts have been devised, giving a tabular summary of the essential requirements. Table No. 1 contains the general requirements for shipping stock to each state, classified under the general headings, (1) Action to be taken before doing business, such as obtaining license, filing bond, etc.; (2) Action to be taken when shipping orders are received, such as tags required, invoices, fumigation, etc., and (3) Treatment of stock on arrival at destination—How uncertified or unpermitted stock is disposed of, regulations affecting foreign stock, etc.

In addition to Table 1, a quarantine chart (Table 2) has been compiled for each state, listing the nursery stock and packing materials which are prohibited against shipment into other states or whose interstate shipment is conditioned on a special certificate or permit or other restriction. This table is a digest of both Federal and State quarantines and a separate chart is provided for each state. While the tables for the Middle Western States are comparatively simple, containing as few as ten plants, tables for New England and other Eastern States show considerable complexity in the various plant quarantines.

State officials have rendered excellent co-operation and have given the work whole-hearted support. Manuscripts dealing with State laws have been submitted to the State officials for approval, and the signature of the proper official of every state has been obtained. No table is issued without the approval of the proper official.

Table 1 and 2 may be obtained through your State Nursery Inspector and the circular will be available from the U. S. Department of Agriculture by September 1. Your criticisms on the digests will be most welcome. It is realized that there is much room for improvement and those who use the publications in daily work are best qualified to offer advice and suggestions for increasing their value.

An examination of the tabular summaries illustrates the wide variance in the present state requirements and emphasizes the need of early action for promoting standardization of legal restrictions concerning the nursery trade.

In presenting this report it is the earnest desire of the committee, first, that state inspection offices and plant quarantine officials should study these charts and see how much more simple, plain and practical they can make their rules and regulations. This will enable the nurserymen to co-operate intelligently and effectively in these measures which, after all, are of greater potential benefit to the nursery industry than any other single class. It is obvious that pest control becomes more and more important as population increases and as transportation of plants increases in volume, distance and rapidity of movement. Prosperity of the nurserymen depends on prosperity of agricultural, horticultural and forestry industries. Second, the nurserymen should take an active part in helping to formulate and carry out plant quarantine laws and regulations. This requires thought, effort and sympathetic co-operation with the authorities,

so that each may understand and help to solve the problems of the other, to the end of effectively safeguarding the public welfare.

Committee,

PAUL STARK,
J. A. YOUNG,
A. H. HILL, *Chairman*.

REPORT OF COMMITTEE ON STANDARDIZATION OF HORTICULTURAL TRADE PRACTICE OF THE AMERICAN ASSOCIATION OF NURSERYMEN, CHICAGO,
JUNE 27-29, 1923

"Horticultural Standards" was prepared and sent out by the committee April 15, 1923, in advance of the annual meeting so that members might have ample time to study it and offer constructive criticism; to the end that definite action might be taken at this meeting and important parts at least adopted.

Most members failed to respond at all, but a number of very helpful suggestions were received after an urgent follow-up letter had been sent out by the chairman, but all too late to work them into "Horticultural Standards" for this convention.

Here are some sample suggestions and comments;

A. WILLIS & CO.:

Caliper on budded trees should be taken from the buds.

Heights on fruit are in some cases a little too low, and some a little too high.

If the nursery products could be standardized in some way so in buying one would have an idea of what they would really get without having to make such long descriptions each time it would certainly be a great convenience.

THE STORRS & HARRISON CO.:

We do not see anything in the proposal that we seriously object to, except the letting down on the grade of fruit trees.

These fruit tree grades can never be made exactly right for the whole U. S. anyhow, the western folks have one grade practically altogether, and their grades will always be different and the Southern nurserymen's grades will also be different from the Northern's nursery grades. However, we cannot see why we should drop the grade on all medium and light fruit trees. It seems to us, with all the stir we are making about improving the nursery business that if we are going to change the grades at all, it ought to be for the better. Nearly all contracts, and we have quite a number of them ourselves, on fruit trees, are based on the older grades, and we can see no reason, except probably it would put a little more money in the pockets of the wholesale fruit tree growers, for changing the medium and lighter grades of fruit trees, and giving customers a smaller grade than they have been accustomed to getting for years past.

Telegraph Code—we do not care about this being pushed very much, in this day of cheap day and night letters, and a large per-cent of our telegrams are telephoned from the telegraph office. We found when we used the nursery code, which we did a few years ago, that there were a great many and some times very serious mistakes made in transmission of code words.

W. R. CASHMAN:

This is a very valuable book for reference.

T. B. BUNTING, PROFESSOR OF HORTICULTURE, MacDONALD COLLEGE, QUEBEC:

I find these very interesting and useful and have been able to obtain some suggestions in regard to our work on score cards and standards. When our report is complete I shall be very glad to send you a copy of it.

J. H. HUMPHRIES, SECRETARY, ANDORRA NURSERIES, INC.:

First he gave some important suggestions for improving the trade agreement with American Society of Landscape Architects.

Also under rules for grading he suggests:

Under No. 3, standard rules, sub-heading evergreen trees, we feel that evergreen trees from 2 to 6 feet should be specified in 6 inch series and not in 1 foot series. Take such things

as Taxus, sheared retinosporas, boxwood, the higher class and higher priced ornamentals, if a man orders them on a 4 to 5 foot basis, he may get them 4 feet, or he may get them 4½ feet, and he may get them 5 feet and if he wants them to match in height or spread for any particular purpose, this kind of a grading leads him all off. We have found it really desirable to specify all the better class of stock in 6 inch series, altho a few of the more common things, such as Norway Spruce and Hemlock we often quote in the 1 foot series. I am not at all sure that the 6 inch series is not to be preferred even for this class of material.

THEO. J. SMITH, of W. & T. SMITH CO.:

Objects to the committees handling of the Cold Storage Stock question.

I also think that dwarf apples, dwarf pears and quinces should be graded 9-16 and 11-16 inches, 7-16 and 9-16 inches, and 5-16 and 7-16 inches.

BRECK-ROBINSON NURSERY CO. SAY:

After looking it through carefully, would say that we approve of all your rules with the exception of the one under the heading of "Rules and Definitions for Grading of Evergreen Trees." We would prefer to have the height stated in six inch series rather than one and two foot, as we think there is too much difference in the sizes.

GENESEE COUNTY NURSERIES, FLINT, MICHIGAN:

We heartily approve of your report embodied in "Horticultural Standards," a copy of which you sent us recently.

The main suggestion which we wish to make is that a more clear cut definition of B. & B. should be made. This season, for example, we received from a rather well-known firm some evergreens dug in sandy ground, the soil being entirely loosened of course before we received them, called B. & B. In reply to our letter about these trees, they suggested that we put on a ball of clay—an artificial ball. Now in either case—i. e. whether sacked in the loose sand, or with the "made up" ball—could this stock be legitimately termed B. & B.? We think not, but very often receive these kind of balls—and from members of our association.

Also we believe that there should be some limit as to the age of shrubs sent out as 3-4, or 4-5 feet. This season we received from a member some Phil. coronarius, 4-5 feet, so old and out of condition as to be practically valueless—full of dead twigs, and with little growth of last season in evidence. We scarcely know what to do in cases like these, there seems to be so loose a standard in these matters.

Assuring you that we appreciate the great amount of your valuable time which you have given to this work, which is what we have badly needed in so many ways.

J. H. SKINNER & CO., SAY:

O. K.

NAPERVILLE NURSERIES:

It would be well to state how many shrubs should go into a bundle.

When it comes to lining out stock just make it a flat basis of 50 to a bundle. There is a lot of stock packed in irregular sizes, and this causes a lot of untying and tying for purposes of counting. If the bundles are uniform, there will be no waste of time in this regard.

And many other good suggestions.

WM. PITKIN, THE CHASE BROTHERS COMPANY:

Page 4, Item 7. Why would it not be better to turn this around and designate freshly dug stock? Perhaps this does not apply in your line but is it not a fact that the main part of the volume of spring business is done with storage stock.

Page 7. Peach height. In this country peach 9 to 11-16 usually graded 4 feet and up.

WASHINGTON NURSERY CO.:

Valuable suggestions as to clear terms of understanding between seller and buyer.

EDWARD TEAS:

There should be some consideration given to the ruling "Dor-

mant" and "non-Dormant" stock. There does not seem to be any well defined information on this subject and we are continually at the caprice of the erring judgement of the uninformed rate-clerk who has often ruled against us that an evergreen tree was "not dormant" regardless of time of year and c. 1. shipments containing magnolia grandiflora, Arbor Vitae, etc., have been classed non-dormant and we have been forced to pay the higher rates even in midwinter. We have searched the archives and asked Mr. Sizemore without relief. Non-dormant should include florists stock in bloom, like Easter Lilies, Azaleas, Greenhouse Plants of perishable nature, but not nursery stock in the usual channels of trade.

W. ROLKER, AUGUST ROLKER & SONS:

Submits many valuable changes and improvements in abbreviations and definitions.

The following all discuss fruit grading and suggest a variety of changes, well worth considering.

Geo. F. Verhalen, of Verhalen Nursery Co.

Texas Nursery Co.

Parker Bros. Nursery Co.

Princeton Nursery, Princeton, Ind.

E. P. Bernardin

H. B. Chase, Chase Nursery Co.

E. W. Sherman, The Sherman Nursery Co.

and The F. H. Stannard Nursery Co.

Several including E. P. Bernardin ask "Why not add a set of Business Ethics?" Fine, but not until the committee is authorized to prepare a real Code of Ethics with teeth in it, and not simply a collection of inane platitudes. At least that is the chairman's feeling in the matter. Until such authorization the Bible will do quite nicely.

John Watson, our esteemed ex-president, comes along with fine detailed specifications on Business Terms of Sale and Purchase Between Nurserymen—perhaps the most important omission in "Horticultural Standards," and which must be rectified. This subject has been considered by the committee, but it will take hard work and more time to do it well.

E. S. Welch, Mt. Arbor Nurseries, also wants the "Cold Storage" matter changed, agreeing with Mr. Pitkin.

President Lindley is easily satisfied for he says "There are no changes needed that we see." His near neighbor, O. J. Howard, wants closer grading on evergreens.

W. E. CAMPBELL, THE ELM CITY NURSERY:

Discusses changes in grading herbaceous plants and adds:

Where age is used to determine size, it works out very nicely in such things as peonies and iris, which are started from a divided eye, but with other plants like phlox, seedum, veronica, etc., age would depend on the size of the material with which one started his propagation. This shows that your committee has done a mighty fine piece of work.

FRED D. OSMAN, THE NEW BRUNSWICK NURSERIES:

Offers suggestions in grading evergreens.

EX-PRESIDENT J. EDWARD MOON, Chairman of Legislative and Tariff Committees, says:

"I think you have undertaken too much," and no doubt he is right. Yet the work of all the committees of the association must necessarily pass under review of the Committee on Standardization and it should be their duty to collate the conclusions of all the committees in a single volume.

Much of the work of the committee of this association in the past has been of little use, for it has not been put in easily available form. "Horticultural Standards" should be a well indexed handbook covering all trade practice as approved or adopted by the association. This committee will never willingly undertake the duties of other committees. Mr. Moon's suggestions are worthy of careful consideration.

The committee has had many kind words of praise for its work which we cherish but do not make public at this time.

This report would be too long if we discussed the many suggestions received and it is much better to let the members discuss these matters in open meeting and it is hoped that this will be done and the next year's committee be given definite instructions.

Committee work tends to drag out indefinitely when sharp concentration and definite action by members might get quick results of great value to the association, leaving the coast clear for other needed activities.

Yet a few comments seem desirable.

A most important question is that of cold storage. The extremely short and busy season this year shows forcibly the need for nurserymen to extend the shipping and planting period, which means increase rather than less cold storage practice. It is safe to say, however, that American nurserymen as a rule must mend their ways regarding cold storage methods, for it is true that freshly dug stock as a rule is superior to stock shipped from cold storage. Much nursery stock, particularly fruit and many deciduous shrubs and trees, must be dug in the fall and stored in some manner, making early shipments possible and holding back stock so that late planting as well as shipping may be successfully done. A seasonal business is a particularly hazardous business and not only must we extend the spring business over a much longer period but we must make August planting of evergreens a universal practice and if possible diversify our business so that we can hold together a larger and more effective organization the year round. We suggest a hand-picked committee to go into the cold storage subject with the greatest care and thoroughness and bring in a definite report at the next annual convention. The question of holding back stock by Doctor Coville's warm storage method should not be overlooked.

The great interest in "Horticultural Standards" and the large number of varied recommendations received show the vital need for this association to devote enough time and attention to the subject so that uniform nursery standards which will be of the greatest good to the greatest number will be adopted and put into universal nursery practice.

This committee has been very active the past year in trying to secure uniform state legislation against GRAFT. New Jersey and other states have passed a law which was prepared by the Commercial Standards Council, but we were not successful in getting the law passed in Massachusetts this year, although a strenuous attempt was made. Advertising, through exaggeration or untrue descriptions, stolen or misused illustrations and names, and whether through newspapers or in catalogs, constitutes perhaps the most unfair and dishonest kind of competition. Many nurserymen in this country are guilty of these practices and this association has the power to remedy the situation not only with members but outside as well. We should co-operate heartily with other national organizations whose object is the wiping out of this type of dishonest business practice.

Your committee's work this year has brought overwhelming evidence of the extremely loose and varying methods employed in American nurseries, and we should not stop until the nursery business is put on a plane where we need not be ashamed to tell others what business we are in. In closing we ask that "Horticultural Standards" be revised and adopted at this meeting so far as possible.

We recommend that \$1000 be placed to the credit of next year's Standardization Committee.

COMMITTEE ON STANDARDIZATION of HORTICULTURAL TRADE PRACTICE,

Harlan P. Kelsey, Chairman,
F. L. Atkins,
J. B. Pilkington,
L. J. Tucker,
E. S. Welch.

REPORT OF THE COMMITTEE ON NOMENCLATURE OF THE AMERICAN ASSOCIATION OF NURSERYMEN, CHICAGO, JUNE 27-29, 1923

We are glad to state that STANDARDIZED PLANT NAMES is all in type and preliminary "dummies" are submitted with this report. The first forms are being run off by the printer and while we deplore the unavoidable delays in preparing this difficult publication you may now confidently hope to receive your copies some time in July.

It would serve no good purpose to enumerate here the trying

and at times almost hopeless complications which have arisen, yet it must be remembered that STANDARDIZED PLANT NAMES is the first publication of its kind ever attempted and that any reasonable delay that would enable us to produce a work that will be a lasting basis on which to build in the future is justified.

Perhaps only the sub-committee who actually prepared this work will ever fully realize the frightful chaos in plant names existing in America today and the peculiar difficulties involved in standardizing existing common plant names particularly of horticultural varieties.

Some 1100 copies of STANDARDIZED PLANT NAMES have already been subscribed for and with its actual publication, we do not doubt that the necessary 2000 more copies will be sold that will clear all expenses and leave a working balance. The "dummies" presented with this report show accurately what you may expect and it is hoped that many more copies will be subscribed for at this convention.

There is a balance of \$500 still due this association from the American Joint Committee on Loan Account; with the completion of this work we recommend that this amount be abated as the American Association of Nurserymen's contribution for this year. This association has taken a leading part in forwarding this project and we hope will back up the American Joint Committee's work just as heartily in the future. Now that the principal work is done, it remains for the American Joint Committee to continue as an organization keeping a full record of plant name changes and new names so that after five or ten years a new edition may be published based on the experience of American Horticulture in actually using STANDARDIZED PLANT NAMES in over a period of years.

HARLAN P. KELSEY, Chairman.
J. HORACE McFARLAND
FREDERICK V. COVILLE.

REPORT OF VIGILANCE COMMITTEE

President Lindley has stated that vigilance work is the life of our association. I can quite agree that during the two years while Mr. Lindley was chairman of this committee, the work was carried on so thoroughly and systematically that nothing but commendation was heard. As a result, your present chairman has not been able to satisfy himself that the job is being done as well as it could be.

During the year, cases of various character have been handled. The first was the Tingle matter carried over from last year, in which four parties asked for refund. This case was closed upon advice from all parties that their money was finally returned. Some of these parties referred the matter to the Post Office Department and no doubt this had something to do with the settlement. This saved any refund on the part of the association. It will be remembered that a resolution was introduced by Mr. Moon authorizing such expenditure if necessary.

A number of cases have been handled where cash with order had been sent and no stock, or stock unsatisfactory was shipped. One or two letters brought results and only in one instance did we receive a reply from non-members intimating that they were able to settle any difference with customers without the aid of the Vigilance Committee. However, I have on file evidence that the matter was promptly adjusted to the satisfaction of the party making the complaint. It is gratifying to note replies received. Let me quote from a few only: "We received this morning \$30.00 which settles the case stock matter satisfactory to us and we want to thank you again for your good offices." "The matter has been settled, the nursery returning balance of money for which they did not furnish stock. Thanks for your prompt attention." "I write at this time thanking you for the interest taken in my adjustment. I am pleased to advise that I have received shipment covering my loss. Again thanking you, I am."

The point I want to make is that the buying public is receiving benefit from the American Association of Nurserymen. During the year, I have found firms both in and out of the association quite ready to do the right thing and in doing vigilance work it is encouraging to receive such co-operation. Real progress has been and is being made year by year and there are less unethical trade practices notwithstanding what one would be led to believe upon reading articles in the various papers. One aired thoroughly a case where strawberry plants were sold at \$60.00 per thousand and later this case was taken up by a

paper in another state. How ideal if these same papers would give as much space to articles on the good our association is doing and how few are the firms conducting business along questionable lines. To sit on the side line and criticize is a good deal easier than doing real constructive work.

It is true there is a big chance for improvement and as nurserymen we should be very careful not to invite censure.

Don't put out misleading literature, whether it be catalog or an adv. There should be no statements that cannot be backed up. On the other hand horticultural papers should be very careful in accepting questionable advertising for if the firm cannot make good it is only a kick-back on the publication.

Do not hire unreliable salesmen for the slick treeman is a pest and therefore must go. Let us face this squarely. This pest may be on your sales force or may be a dealer trying to affect some sort of arrangement with you. What the American Association stands for and what it should insist upon from its members, is a salesman backed by business ethics so high that a housewife would be only too glad to welcome him at her front door. Don't permit jobbers or dealers to use your name. You cannot afford to take any chances. Don't sell jobbers or dealers unless they measure up to the standards set forth by the American Association of Nurserymen for by so doing you make it possible for the questionable dealer to remain in business. To illustrate this, last winter comes the report that the Charles E. Kirby Company of St. Joseph, Missouri, were operating in Denver and that they were selling roses at \$3.00 each and collecting 40%, or \$1.20 with the order. Just lately this firm has been working in Madison, Wis., and I have here for inspection a copy of one of their orders. The State Nursery Inspector of Wisconsin had a warrant issued and they were fined \$25.00 for not having a license, which fine was paid. It is this class of so-called firms or dealers our association must deal with. We must not recognize such business tactics. Here is an example of what is above termed a pest and it is up to us to try and eradicate.

Faking the blueberry business is another pest which needs eradication. We quote from an article from the U. S. Department of Agriculture issued on February 19, 1923: "Unfortunately a few nurserymen are taking advantage of the work that has been done in the domestication and improvement of the blueberry to deceive the public by advertising blueberries in a very misleading manner. One nurseryman at Rochester, N. Y., has been using in an advertisement an illustration of a hybrid blueberry taken from publication of the Department of Agriculture issued in 1916. The illustration is used in such a way as to lead the reader to believe that this firm has for sale blueberries of the kind shown in the illustration, when as a matter of fact ordinary wild blueberries first transplanted to a nursery, are furnished in response to the advertisement. Furthermore, advertisements issued by this firm give very misleading information. One of their advertisements, in the February number of a well-known garden magazine, states that "by repeated transplanting, we perfected the root system of the plants;" that "now, you may grow blueberries as easily as any other garden berries;" and that "starting with our nursery-grown plants assures success under all conditions." These statements give a very erroneous and misleading idea of the conditions necessary for success in blueberry culture.

I look upon vigilance work as educational. We are making splendid strides. We cannot hope to sit at the top of the ladder unless we are willing to climb round by round, and as each sells himself with the idea of a square deal at all times, a membership in our association will become more and more valuable as time goes on.

Respectfully submitted,

L. J. FENDER,
Chairman Vigilance Committee.

OVERHEARD IN PEACOCK ALLEY

First Sweet Young Thing—What is this American Association of Nurserymen? Have they anything to do with nurseries for babies?

Second Sweet Young Thing—No, I think they grow trees and bushes.

First Sweet Young Thing—Oh! I thought they were a crowd opposed to this birth control idea. They are awfully sweet.

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.

SUGAR MAPLE, 5 to 7 feet, once transplanted, for lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum

Cherry and Quince

Small Fruits

Ornamental Trees

Shrubs

Evergreens

Paeonies

Perennials

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W. & T. SMITH COMPANY

Geneva, N. Y.

77 Years

1000 Acres

Write for special prices

Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

Princeton Nurseries

Princeton in New Jersey

July, 1923

NURSERY SPADES

EXTRA LONG STRAPS

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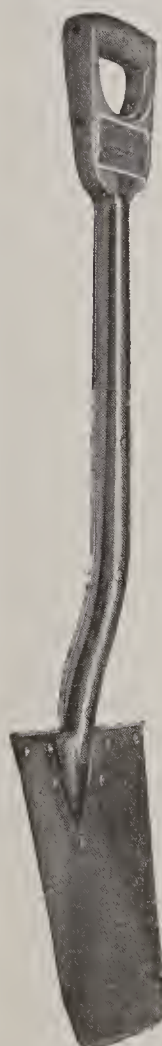
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TO BLADE

Made in Either Square

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Cheltenham -:- Penna.

SECRETARY AND TRAFFIC MANAGER'S REPORT

EXPRESS COMPLAINT

Since last convention we endeavored to have the express people restore second-class rating on nursery stock shipments, but without success. For the past eight months we have been securing data and other evidence for the purpose of filing a formal complaint with the Interstate Commerce Commission. About four thousand letters were mailed to the membership and outside nurserymen for the information needed which has been compiled and a formal complaint laid before the commission on June 1st, and we are now awaiting their docket number and advice as to what date will be given for this hearing.

EMBARGOES

The secretary's office was successful in having all embargoes against nursery stock lifted or modified in such manner that no particular hardship was felt by any of the membership. The department, Bureau of Service, Washington, D. C., in charge of embargoes, appeared to realize the necessity for quick movement on nursery stock and gave all our requests courteous and prompt attention.

The secretary's office was also successful in locating and having rushed forward about seventy-five cars of delayed nursery stock which had been referred to the office for tracing and expedited movement.

MEMBERSHIP

Last year 332 members. Out of this number 320 paid their dues and 12 dropped out, which shows a loss of 4%.

This year 396 members. Up to this time 375 have paid their dues and 21 have not. Should none of the 21 pay up it will show a loss of 5%.

The above shows an increase in the membership of 76 since last convention.

Total Receipts This Year	\$43,748.83
Disbursements	\$23,395.58
Balance in Treasury	20,353.25
	<hr/> \$43,748.83

RAILROAD CLAIMS AND COLLECTION BUREAU COLLECTIONS

This year we have collected for the nurserymen railroad claims and collection bureau accounts of \$35,905.13. We have accounts and claims still pending amounting to \$66,459.20, and continue to receive new accounts almost daily.

Out of the 396 members of the association, only 103 members placed their claims and collections with us.

CHARLES SIZEMORE,
Secretary and Traffic Manager.

REPORT FROM THE CHAIRMAN OF THE LEGISLATIVE COMMITTEE

I was in Washington on association business January 12th and 13th. Calls were made on members of the Agricultural Committee of the House of Representatives and at several offices in the Department of Agriculture.

The appropriation for \$20,000.00 for the study of fruit stock supply is repeated again this year, that the experimental work made in the interest of nurserymen may be continued and advanced. The entire agricultural department appropriation is a few million less than the past year, but I do not see that any of the work that the nurserymen are interested in, including the Federal Horticultural Board, shall be curtailed in their efforts because of a lack of funds.

Members are interested in the quarantine regulations for the pine leaf blister rust, which affects the movement of the five-needled pine, currants and gooseberries. The life cycle of this pest is now well understood and if currants and gooseberries can be kept 900 feet or more distant from any five needled pine, it seems possible to control the spread of a disease capable of doing great damage to our pine timber resources, and also to the scenic and landscape values such trees afford.

The department has contemplated some modified restrictions, but finds the Western Plant Quarantine Board so insistent for certain quarantines that it will possibly be difficult to modify these regulations now. I think it expedient to advise nurserymen that in all probability there will be an absolute prohibition against the shipment of the black fruited currants within a few years.

The black fruited varieties are worse than others in spreading this pest. If plantings are reduced, the loss will not be as severe when final prohibition comes. Red currants and gooseberries do not spread the pest with anything like the same ease that black fruited currants do.

Nurserymen have said that the currant is incapable of spreading this pest in its dormant condition, because the pest is found only on the foliage. The department is not fully ready to admit this. If they can by experiments satisfy themselves that the pest is not carried on a dormant currant bush, then we could expect modified regulations.

It seems to me that nurserymen could do much to co-operate with government and state officials as well as to show a fine sense of business service to a community and nation if in our catalogues and through our salesmen, we would start a campaign informing all purchasers of currants and gooseberries or five-needled pine, that these evergreens should be kept distant from the currants and gooseberries at least 1000 feet. The danger is then minimized, if not entirely avoided. There are few places where such separations could not be made if the planter was informed. It may be that a little notice in our catalogues or enclosed in envelopes that contain bills for any of these articles would be a way of advising our purchasers and would accomplish the end desired.

Some western members have complained that the Federal Government proceeds directly against the employees of a common carrier for violation of the quarantine governing the control of the pine blister rust. At the same time they resent the government's direct control of the nursery firm or proprietor which leaves our employees out from liability.

The railroads have so issued their orders to their employees that it would appear that the employees are individually liable. Perhaps we ought to impress our own employees in the same definite positive way.

There seemed to be no new measures of control or legislature contemplated that would affect nurserymen. It is, of course, never possible to say when from some unsuspected corner such legislation may come out, but from two days spent in association work I could not ascertain that there is anything new or of interest.

J. EDWARD MOON,
Chairman of Legislative Committee.

REPORT OF SPECIAL ADVISORY COMMITTEE TO CO-OPERATE WITH THE U. S. DEPARTMENT OF AGRICULTURE IN NURSERY STOCK INVESTIGATIONS

The personnel of this committee, re-appointed last year by President Lindley is as follows:

Mr. Homer Reed, Louisiana, Mo.
Mr. F. A. Wiggins, Toppenish, Wash.
Mr. Harold Hume, Glen St. Mary, Fla.
Mr. E. S. Welch, Shenandoah, Iowa.
Mr. H. B. Chase, Chase, Ala., Chairman.

In charge of the work of *Nursery Stock Investigations* for the U. S. Department of Agriculture is Mr. L. B. Scott, well known to you all.

Just what the Department of Agriculture is striving for is outlined in the following statements:

"To investigate the production of fruit tree, nut tree and ornamental stocks used for propagation purposes; (1) to assemble and study indigenous and other species and forms having promise of value for stock purposes; (2) to introduce, study, propagate and test foreign species, varieties and types having promise of value for stocks; (3) to improve by breeding and selection; (4) to determine the localities and regions best suited for growing stocks, together with the best methods of production under American conditions."

The work is now in its third year and is being carried on by Mr. Scott and his assistants at the following points:

Bell, Md., 5½ acres in fruit, nut tree and other seedlings, rose stocks and some ornamentals.

South Haven, Mich., ½ acre, mostly fruit tree stocks planted in the spring of 1922.

Diamond Springs, Va., ½ acre, fruit and rose stocks.

Shafter, Calif., about ½ acre, deciduous stocks, planted in 1923.

Altadena, Calif., Citrus stocks, work started in fall of 1922 on the grounds of the Experimental Nursery of the California Fruit Growers' Exchange, a tract of some 7 acres.

San Dimas, Calif., 1½ acres fruit tree stocks.

Shortly after last year's convention, Mr. Scott was advised of the re-appointment of this Advisory Committee and assured of the hearty co-operation of its members, that we wanted to be of service in any way possible and that he was to feel free to command us at any time. Mr. Scott replied immediately, expressing his appreciation of the offer and assured us that as soon as the experiments had reached the point where the best types of stocks, seedlings, etc., had been determined, he would be very

They Like Our Seedlings

To date (July 1st) we have booked orders for more seedlings than all last year.

Numerous compliments from leading firms in almost every State in the Union testify that our seedlings excel.



Moisture under control, a long growing season, continuous cultivation, freedom from fall rains when ripening stock, and knowledge born of a life-time's experience, enable us to deliver to you a superior product—a thoroughly matured seedling.

Send us a list of your wants.

WASHINGTON NURSERY CO.

TOPPENISH, WASHINGTON

(In the Famous Yakima Valley) BOX P 1

General Assortment —OF— NURSERY STOCK



FRUIT TREES
SMALL FRUITS
RHUBARB
SHADE TREES
SHRUBS
ROSES
APPLE SEEDLINGS
CLEMATIS PAN
CATALPA BUNGEI

Let us have your want list for special quotations.

A. WILLIS & CO.

OTTAWA, KANSAS

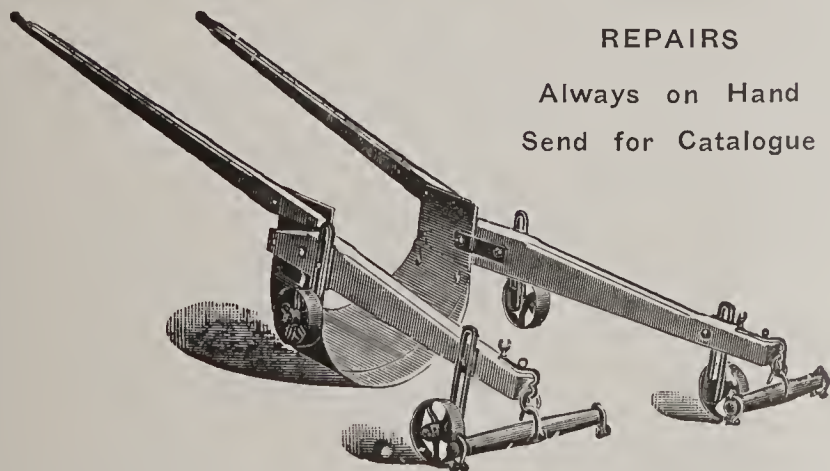
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1923

BRAGG'S COMMON SENSE TREE DIGGER

REPAIRS

Always on Hand
Send for Catalogue



Digger gets All the Roots at the rate of Twenty to Forty Thousand trees per day, and only needs same power as plow

L. G. BRAGG & CO.
KALAMAZOO, MICH.

A Few Real LEADERS of Special Interest

If Our Catalog Is Not in Your Hands, a Copy Will Be Mailed Promptly on Request

Amygdalus Davidiana (for peach stock)
Diosperos Kaki
Pyrus Calleriana (tree habit)
Pyrus Ussuriensis
Walnut, in variety
Larix Leptlepis
Larix Dahurica (Korean Larch)
Acer Palmatum
Ampelopsis Veitchii
Abies, in variety
Buxus Koraiensis
Camellia Japonica
Magnolia Kobus
Morus Tartarica
Nandina Domestica
Kudzu Vine
Robinia Pseudoacasia
Syringa Koraiensis Mixed Colors
Wistaria Sinensis

Our service to the trade is very satisfactory.
Your early order will be appreciated.

T. SAKATA & CO.

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Home Office—Sakai-cho, Opposite Park
Yokohama, Japan

glad to press into service the efforts of widely scattered nurserymen throughout the United States for testing the various varieties and types under different soil and climatic conditions. He pointed out the fact that this work is, of necessity, a long and tedious process and that it might take two years or more before the process of selection of types of fruit tree stocks, rose stocks, etc., had advanced to the point where he could call on the nurserymen for real service. He knows that we are ready and willing and when the testing time arrives that he is free to call upon us to aid him.

There is a growing interest in this work, particularly in the fruit growing sections, as evidenced by the fact that the Southern California Cannery Bureau, Los Angeles, placed their office and their secretary at the disposal of Mr. Scott at no cost to the department, furthermore, the president and trustees of Pomona College, realizing the importance of this work, invited Mr. Scott to locate a nursery unit on the college grounds at Claremont, Calif., offering to set aside ten acres of land and a substantial sum of money each year for a period of five years toward maintaining this work at that point. This most generous offer is under consideration by the Bureau at Washington.

In January last it was my privilege to visit with Mr. Scott, at the experimental grounds at Altadena, Calif., and I was surprised at the extent of the experimental work in citrus stocks and seedlings now under way at that point. We also visited Pomona College at Claremont, Calif., and looked over the ten acre tract offered for this work by this institution and find it admirably adapted for the purposes and unusually well located, with plenty of water for irrigation. Mr. Scott is hopeful that the offer by Pomona College will be accepted by the Bureau and work started at this point.

It was suggested some months ago by President Lindley that a boat be chartered for a trip across the lake to South Haven, Mich., and that one day of this convention be spent aboard the boat and in looking over the experimental work at that point, believing that the nurserymen would be greatly interested in visiting this experimental plot in a body and so getting first hand information as to what was being done there. Because the work at South Haven was started only a year ago and is not yet of great extent, either in acreage or varieties and types under observation, it was thought best to defer this visit until some later date when the South Haven plant can make a showing worth while.

It is the hope of your committee that the members of the American Association of Nurserymen will bear in mind the location of these experimental plants and when in their vicinity make it their business to visit them and so show their appreciation of and interest in this work by personal contact with it.

We are very glad to have Prof. Scott with us today and he will give you more detailed information as to how this work is progressing.

Respectfully submitted,

H. B. CHASE,
Chairman.



CONVENTION NOTES

Robert Pyle, was much in evidence, rooting for the American Rose Society. The popularity of the rose in America will owe much to Robert. He has just returned from the Pacific Coast where he had been revelling in things pertaining to roses.

Jim Parker, Tecumseh, Oklahoma, met with a serious accident while attending convention. He was struck by a street car and taken to St. Luke's Hospital. His skull was fractured, at first it was thought he was injured fatally, but the latest reports were very hopeful of his leaving the hospital and being sent home in a few days.

Resolutions of sympathy expressed with flowers and other attention was freely rendered by members.

J. P. Pilkington, Portland, Oregon, had to undergo a painful operation while attending the convention.

A carbuncle developed on his neck and it was decided to go to St. Luke's Hospital and have it attended to.

Mr. Pilkington was able to return to the hotel before the convention was over, with his head swathed in bandages, otherwise looking very fit. While perhaps it was a painful incident to Mr. Pilkington, it gave the nurserymen a chance to show their love and esteem by resolutions of sympathy expressed with flowers and other attention.

Paul of Pomona, looking a little pale and jagged heaved a sigh of relief, that sounded like the exhaust of a steam engine, when the responsibilities of being president were removed to other shoulders. The smile that was on his face, however, bespoke a job well and conscientiously done.

It was common report in the lobby of the Congress Hotel that "Bill" Pitkin really did come to the convention, but he caught sight of "Tom" Meehan before registering and immediately returned home, deciding "Tom" was too young a looking man for him to associate with.

The Baby Ramblers held their usual banquet at The House That Jack Built.

It was declared the best ever.

Twelve regulars and eight sprouts were there. Clarence and Ralph were glad they attended but Bob and Ed were sorry.

Charles Sizemore, secretary of the American Association was taking no chances with his report of the proceedings of the convention. He brought his wife and his own efficient left handed stenographer to look after things.

A peculiar coincidence was noted: the young lady reporting for the "Florist's Exchange" was also left handed.

Orders for nursery stock were booked very freely at the convention. Some reports had it there was more stock sold than at former conventions, others that buying would not total that of last year.

One member, Lester Lovett, Little Silver, N. J., booked orders to the amount of \$25,574.50 mostly for Privet and Barberry alone.

It is certain the sales were very large in the aggregate.

If there was any hesitation to buy it was offset by an equal hesitation to sell.

Apparently the trend of prices was the same as last year.

Major Lloyd Stark, Stark Bros. Nurseries and Orchards Company, Louisiana, Mo., attended the convention but unfortunately could not be at the meetings on account of a painful boil on his face.

It was reported D. Hill, Dundee, Ill., was in the hospital undergoing an operation also Milton Moss, Hunts-

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We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as Bethula Nigra, Catalpa Speciosa, Cornus Florida. Elm, Poplar, Locust, Walnut.

SHRUBS, such as Altheas in varieties, Barberry Thunbergii seedlings, Calycanthus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttii. Write for quotations.

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ville, Ala., was at John's Hopkins hospital being operated on also.

Walter Hillenmeyer, of H. F. Hillenmeyer and Sons, Lexington, Kentucky, was ill.

Much sympathy was expressed and ordered appropriately conveyed to these brother nurserymen.

Charles M. Peters, Salisbury, Maryland, a familiar figure at the conventions, entertained a little party at the Terrace Garden. His guests were James Frazier, Lester Lovett, Charles Perkins, Thomas B. Meehan and Charles Ilgenfritz.

Mr. Peters has been coming to conventions so long he begins to feel the next one is more or less uncertain but we hope his farewell party will be like a prima donna's, an annual affair for years to come.

J. F. Donaldson, Willadean Nurseries, Sparta, Ky., was ill and unable to attend the convention, a resolution expressing sympathy with flowers was adopted.

W. L. Hart, Fredonia, New York, reports weather conditions very dry and as a consequence small fruit stock will be short.

Robert Pyle called attention to the fact that 1925 would be the 50th anniversary of the American Association of Nurserymen, and suggested a rousing horticultural effort should be made to make it a noteworthy occasion.

PEONY WEDDINGS

There is something impressive, simple and beautiful in the idea of a peony wedding held under sunny skies in a peony field and quite apart from the freak weddings so often to be noted in the daily press.

The peony weddings seem to be becoming quite an institution at Yankton, South Dakota, where under the patronage and encouragement of the Gurney Seed and Nursery Company they are an annual occurrence.

Three couples were united in the Gurney peony field while the plants were at the height of their beauty.

A platform was erected where it was surrounded by 20 acres of peonies in full flower.

Led by President D. B. Gurney, head of the House of Gurney, and the officiating minister, Rev. N. H. May, and with the Yankton Municipal Band playing festive music, flower girls from the Yankton high school class of 1923 led the way for the bridal couples. The flower girls, all dressed alike as they were for their recent graduation, carried great bunches of peonies.

Arriving at the platform, President Gurney stated that Peony Week, his firm planned, was to be an annual event, to grow greater each year, with increased acreage for what had become the favorite American flower. So great was the interest taken that he could predict in the near future the event would bring together as great a company as any event in South Dakota could produce.

GEORGE C. PERKINS IN FRANCE

An interesting letter has been received from George C. Perkins, president of the Jackson & Perkins Company, Newark, N. Y., who in company with his wife is traveling in Europe.

Mr. Perkins has been away on a part business and pleasure trip since the middle of April and is not expected home until the middle of August.

While visiting the nurseries of Pernet-Ducher, Lyon, France, Mr. Perkins was much impressed with the work being done on roses. He thinks Mr. Pernet is a "top notcher" in hybridizing. The firm has several beautiful new ones which will be ready for distribution the fall of 1925 and some at an earlier date.

Mr. Perkins has been signally honored by being invited to act as one of the judges at the exhibit of new roses at the Bagatelle Gardens in Paris.

The Bagatelle Gardens are perhaps the most famous rose gardens in the world. It is where rosarians from all over Europe and even the United States send their new roses to have their status judged and compared with existing varieties.

Mr. J. P. N. Forestier, the director of the gardens, sent the invitation to Mr. Perkins through Mr. Pernet, asking him to act as one of the judges.

Through their president the Jackson & Perkins Company will be in close touch with the latest about roses in Europe.

THE S. A. F. & O. H. ANNUAL

When the S. A. F. & O. H. authorized the publishing of a yearbook at their thirty-eighth annual convention it did a wise thing and when it placed the compilation and publishing of it in the hands of the A. T. De La Mare Company, New York, it secured a publisher in sympathy with and having a masterly grasp of the needs of the florist and allied trades.

The annual has just come to hand and immediately won a permanent place for itself on the desk where it will always be handy for reference.

It is equivalent to a costly index filing system that a commercial horticulturist always needs, but rarely has the time or money to put in operation.

Apart from its practical value as a record of horticultural trade activities, it should prove invaluable in knitting the various branches of the horticultural trades together.

All interested in American horticulture should have a copy. The price is \$3.00 bound in paper, \$4.00 bound in cloth. Published by the A. T. De La Mare Company, 438 West 37th street, New York City.

RATHER ROUGH

Young lady is pinning on badges to boost Kansas City for the next convention.

Young Lady—Have a badge, sir?

Visitor—No thank you. I am not a nurseryman, I'm an honest man.

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Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in
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Payment in advance required for foreign advertisements. Drafts
on New York or postal orders, instead of checks, are requested by
the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nursery-
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be
addressed, Editor, Easton, Md., and should be mailed to arrive
not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at
Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., July 1923

THE CONVENTION The convention more than any
other event shows the trend of the
nursery trade. It is the mile stone that marks the pro-
gress and indicates the direction in which things are
headed.

To a large extent the spirit of the Nurserymen's Con-
vention showed a reflection of the sentiment and trend of
the trade and politics of the country at large.

It wanted to settle down to sure progress and not be
swept off its feet in any direction.

The Old Guard, the uplifters, lobbyists and special
interests seemed to have merged or repressed their opin-
ions which produced an old fashioned meeting, lacking
in fireworks and oratory but nevertheless businesslike
and progressive.

If anything the trend seems a little too much towards
conservatism.

A tendency to welcome and look after little fellows
and new members was noted.

The big vital question of nursery publicity did not

have the attention it deserved at least not in open meet-
ings, whatever may have been done in committees.

It was left until the last session of the convention. This
meeting was poorly attended.

Committees to act up to their responsibilities must
know what the majority is thinking and the only way to
find this out is debate in well attended meetings.

SECRETARY SIZEMORE The secretary of an associa-
tion such as the American
Association of Nurserymen gets lots of work and little
praise. He has to be on the job 365 days in the year, on
him depends the holding together of the organization by
attention to the detail of a myriad duties which few mem-
bers have little conception of.

The American Association of Nurserymen is to be con-
gratulated on its secretary, Charles Sizemore, who is
measuring up to all responsibilities being placed upon
him.

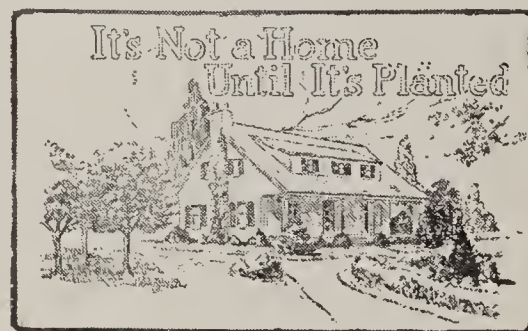
The collection of \$35,000.00 in loss and damage claims
and bad accounts collected since the last convention is no
mean record and represents work, to say nothing of the
regular secretarial duties.

To this work has been added the work hitherto done
by the chairman of the Vigilance Committee.

Usually a thankless job requiring ability and tact.

It was a wise move on the part of the association, as it
will identify the actions of the Vigilance Committee more
closely with the executive of the association and remove
suspicion of personal bias to which an annually appoint-
ed chairman was open.

There is little doubt but Charles Sizemore will prove
equal to the added demands on his time and ability but
the association should stand right up close to him and
cooperate with him both individually and collectively.



ESTABLISHED 1893

THE NATIONAL NURSERYMAN

INCORPORATED 1902

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Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining
to the Editorial Department, should be addressed.

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serymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock
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1 to 1 $\frac{1}{2}$ inches

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European Lindens	300	300	300	300
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Box Elder	200	100	200	200
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Honey Locust	100	100	100	200
Red Oaks	200	200	200	200
Mixed Oaks	200	200	200	200
Black Oaks	700	600	700	600
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2,400—15 to 18 ft. 3 -3 $\frac{1}{2}$ in.
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200—16 to 20 ft. 5 in.

MAPLE, Silver
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1,200—8 to 10 ft.
1,800—10 to 12 ft.
1,400—12 to 14 ft.
1,000—14 to 16 ft.

ELM, American
500—6 to 7 ft.
800—7 to 8 ft.
900—8 to 10 ft.
800—10 to 12 ft.
700—12 to 14 ft.

OAK, Pin
600—5 to 6 ft.
700—6 to 7 ft.
900—7 to 8 ft.
1,000—8 to 10 ft.
700—10 to 12 ft.

PLANE, Oriental
1,000—8 to 10 ft. 1 $\frac{1}{4}$ in.
2,000—10 to 12 ft. 1 $\frac{1}{2}$ in.
2,500—12 to 14 ft. 1 $\frac{3}{4}$ in.
2,000—14 to 16 ft. 2 in.
2,500—2 $\frac{1}{2}$ in.
3,000—3 in.

POPLAR, Carolina
800—7 to 8 ft.
1,200—8 to 10 ft.
POPLAR, Lombardy
700—7 to 8 ft.
1,300—8 to 10 ft.
1,000—10 to 12 ft.
900—12 to 14 ft.
700—14 to 16 ft.

POPLAR, Tulip
600—10 to 12 ft.
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1,000—5 to 6 ft.
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CALIFORNIA PRIVET—Specimen
Clumps
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CALIFORNIA PRIVET—2 Yr.
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PINES

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Japanese Golden
Plume-like
Japanese Veitch's

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Koster 2 to 14 ft.
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Oriental, 4 to 10 ft.
Tiger tail, 2 to 3 ft.
Norway, 2 to 12 ft.
Colorado B., 2 to 10 ft.

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trees, evergreens, shade
trees, and shrubs at Berlin,
Maryland, covering more
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a larger acreage in trees
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THE NATIONAL NURSERYMAN



AUGUST 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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APPLE TREES
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STRAWBERRY PLANTS—Leading standard and
everbearing varieties
CALIFORNIA PRIVET, 1 and 2 yr. Cut back heavily
branched
BARBERRY THUNBERGII
FLOWERING SHRUBS
EVERGREENS

CAN DO THIS STOCK IN CAR LOTS OR LESS
INSPECTION INVITED

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Together With a Good General List of

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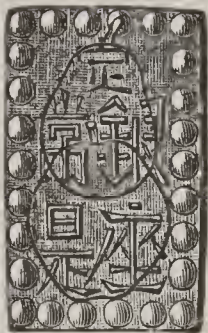
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A nursery catalogue ought to sell trees—and sell them for the nurseryman who sends out the catalogue. An agent talks about the firm he represents; a catalogue ought to do the same thing. If it does, it becomes a real “salesman” instead of a hand-book of varieties.

We have not only complete equipment for illustrating and printing catalogues for nurserymen, but our Secretary, John Watson, who handles our Nursery printing department, adds to our printing service a thorough knowledge of selling trees, the result of over twenty years' experience in the nursery business.

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The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., AUGUST 1923

No. 8

Possibilities of Nursery Tree Certification

By J. K. Shaw, Research Professor of Pomology, Massachusetts Agricultural College, Read Before the Convention of the American Nurserymen's Association, Chicago, June 27-29

Before discussing the subject assigned to me on your program I desire to present, at the suggestion of the chairman of your program committee, certain things that are very intimately associated with the problems of tree certification. I want to discuss for a few moments the leaf characters of apple varieties and their value in variety identification. Of course variety identification must precede certification and while leaf characters do not tell the whole story they are of great importance in determining if a variety is true to name. I have a few lantern slides to illustrate leaf characters, most of the slides I shall show you are made from the same plates as the cuts in our Bulletin 208, a copy of which I trust a good many of you have seen. If you do not have a copy it may be secured on request.

Now I am perfectly aware that identification of varieties in the nursery row is nothing new; that many old and experienced nurserymen know varieties just as well or better than I do. Yet I have wondered if such men were not a less effective factor in the nursery business than formerly. The business has become highly organized with an increasing proportion of temporary, unskilled and careless employees. It seems to me that the problem of misnamed trees has not been solved but becomes more troublesome as time goes on. It is a source of trouble to both nurseryman and fruit grower and often of severe losses to both. I have no means of estimating the proportion of misnamed trees received by growers but I have been led to believe that approximately 10% of the fruit trees coming into New England are wrongly named. On the average about 100,000 apple trees are planted in Massachusetts each year. If 10% of these are wrongly named and the loss is \$2.00 per tree, which is certainly a low estimate, it means a loss of \$20,000 per year in Massachusetts alone.

I have been told by nurserymen that misnamed trees arise principally from mixtures in the nursery row and it is certain that mixtures in the nursery row are only too frequent. I am persuaded, however, that there are many errors in the packing shed which is not at all strange when one considers the type of help most large nurseries are compelled to employ. I hate to say that a nurseryman will be less careful and conscientious when dealing with a brother nurseryman than when selling to the fruit grower, but experience and observation lead me to believe that such may be the case. Certain it is that

every transaction involving a given lot of trees increases the chances of error and decreases in some degree at least the certainty of the grower getting what he orders. Do not think that I share the belief of some fruit growers that all nurserymen are rascals. As a class they are as honest and dependable as the fruit growers themselves. Just as there are some fruit growers that "deacon" their apple packages, so there are a few nurserymen who knowingly deceive their customers. Such do not continue long in the business. The worst charge that I can bring against the nurserymen is that many of them do not feel the responsibility that they should feel to give the grower good trees, true to name.

Yet nurserymen as an organized group and as individuals have made sincere efforts to correct the evil of misnamed trees. They are constantly endeavoring to eliminate mixtures in the nursery row. They have gone back to bearing trees for their supply of buds and have tried to keep things straight in packing shed. Some have gone further than the usual guarantee of replacement or money refunded in cases where misnamed trees have been sold. Recently there has been proposed a scheme of insurance to cover losses arising from the planting of misnamed trees.

It is sometimes asserted that the fruit grower will always buy trees where he can get them the cheapest, that he will refuse to pay the relatively higher price which the careful, conscientious nurseryman must necessarily charge for his stock. There is a good deal of truth in this, yet I am persuaded that if the fruit grower could feel assured beyond reasonable doubt that he was getting trees true to name he would not hesitate to pay a moderately increased price. In the past he has not felt sure that the higher price gave assurance of trees true to name.

In an effort to solve this problem the Massachusetts Fruit Growers' Association has carried on for the past two years a scheme of variety certification of trees in the nursery row. This organization offers certification to any nurseryman, of trees growing in the state or of trees growing in nurseries in other states, but purchased for planting or resale in Massachusetts. Requests for certification are turned over to the Department of Pomology of the Experiment Station. An expert is sent to examine the growing trees and if they are found true to name a small hole is drilled through a branch of the trees and

an ordinary lead seal is inserted. This is sealed with a hand seal press which stamps on the lead slug the words "Certified to be Baldwin," or whatever the variety may be and on the reverse side the letters "M. F. G. A." and the year in which the work is done. This seal cannot be again attached if removed from the tree and may remain until the tree comes in bearing. Thus the variety name goes with the tree until bearing age, preventing any later errors or at least rendering them easily corrected if made.

The actual cost of the work is collected by the association from the nurseryman, who in turn may pass it on to the purchaser of the certified trees. It has in the past amounted to between two and three cents per tree. Carried out on a larger scale the cost should approximate two cents per tree.

Thus far the work has been limited to about a dozen varieties of apples, including those most commonly planted in commercial orchards. One year trees have not been certified for three reasons; they are somewhat more difficult to identify; there are fewer of them sold and there is more risk of damaging the tree owing to the fact that the seal would have to be inserted in the trunk of the tree.

The question may be asked if it may be extended to fruits other than the apple. The answer is yes. Pears and cherries should present no great difficulty, peaches present a more difficult problem but with some study it may be done.

Bush fruit plants present the difficult problem of where and how to attach the seal. Moreover the value of these is so low that the cost of certification would be relatively much larger. Some modification of the plan will be necessary for bush fruits.

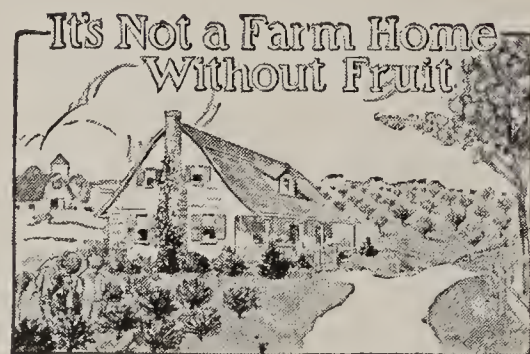
As long as this scheme is confined to Massachusetts it will not amount to much. Probably less than 10,000 apple trees are grown each year in our state and most of the trees planted are purchased in small lots from nurserymen in neighboring states, so that certification is impracticable. If it is to be extended to other states the question of supervision arises. Shall it be left to each state to handle the matter in its own way or is a regional or country-wide supervision more desirable? The facts that the nursery business is largely an interstate affair and that some states would do it well and others poorly or not at all convinces me that there should be an interstate control. It should be voluntary on the part of the nurserymen and fruit growers and not imposed by state or Federal law. Thus it may stand or fall on its own merits and not because of legislative enactment. The supervising agency must be one that has the confidence of both nurserymen and fruit growers. The machinery should be as simple as possible and the costs kept as low as possible.

At the present time the Massachusetts Fruit Growers' Association stands ready to sponsor certification in other states as a temporary expedient pending such time as it may be taken over by a more appropriate organization. What organization this should be is a problem. There are several that may be mentioned which stand in more or less the same relation to the fruit interests of the country at large as the Massachusetts Fruit Growers'

Association does to those of its state. The American Pomological Society. The Farm Bureau Federation, and this organization may be mentioned. The objection to this organization would of course be that it is composed of the men whose work is to be passed upon, possibly a fatal objection in the eyes of some people.

Whatever the supervising organization it would seem that the expert service would be rendered by men on the staffs of our agricultural colleges. The actual field work of certification must necessarily be done during July, August and September, which coincides with the college vacation period. I do not know where trained men could be obtained at the present time to handle any large proportion of the nursery fruit trees grown in the country but they could be trained in a short time if the need should arise.

The foregoing discussion is based on the assumption that the Massachusetts plan of variety certification is worth while and will solve the problem of misnamed trees. So far as solving the problem is concerned I am convinced that it can be made effective. Perhaps mistakes would be made but they would be few and far between. I believe that it is worth while and that the slight expense of two or three cents per tree would be more than offset by preventing the losses to nurseryman and fruit grower due to selling and planting misnamed trees.



Wm. F. Miller, Gloucester City, New Jersey, writes that he nearly sold out everything he had to offer at the Convention.

The New Jersey Nurserymen are already planning to make next year's Convention at Atlantic City the best ever.

SOUTHERN NURSERYMEN'S ASSOCIATION

The Southern Nurserymen's Association is slated to meet September the 5th and 6th. The place of meeting will be Atlanta, Georgia, with headquarters at the Piedmont Hotel.

The Officers of the Association are: O. Joe Howard, President, Hickory, N. C.; W. W. Hillenmeyer, Vice Pres. Lexington, Ky.; O. W. Fraser, Secretary and Treasurer, Birmingham, Ala.

ROOTSTOCKS USED BY CALIFORNIA NURSERYMEN DURING 1922

By Myer J. Heppner, Assistant in Pomology, University of California

During the early part of 1923 the writer sent a questionnaire to practically all of the large nurserymen propagating deciduous fruit trees in California in order to determine what rootstocks they used for the different fruits during the year 1922. The survey met with the approval of the nurserymen as was evidenced by the large number of answered questionnaires returned.

Two vital points were brought out by the survey:

1st—The proportion of rootstocks used for each kind of fruit is not the same as it was in 1917, 1918 and 1919, when similar surveys were made by Dr. W. L. Howard, of the Division of Pomology, and

2nd—Nurserymen do not agree as to the relative merits of the various rootstocks.

The first can possibly be accounted for by the fact that growers are getting away from the traditions of the past and are now making their own observations as to which rootstock is best adapted to their conditions. In other words, the competition in fruit growing has become so keen that the grower thinks twice before ordering his trees on a certain stock. He cannot afford to make a mistake in selecting the foundation of his orchard. As has been seen time and time again, many growers "have gone to the wall" due to the selection of the improper rootstock for their trees. The California horticulturist has come to a point where he finds it advisable to discard the rules set by his forefathers.

Like many other enterprises, the business of fruit production is changing from year to year and in order to keep pace with these changes the successful orchardist must change his viewpoint so as to fit in with these conditions. Before the advent of irrigation, the orchardist did not have to worry about any rising water-table drowning out the root system of his trees. Today this question must be given a good deal of consideration. There are certain rootstocks that can withstand "wet feet," while to other stocks this would mean destruction. This is one example of many where the orchardist of today must see things as they are today and forget about conditions as they existed thirty years ago.

The fact that nurserymen of the state do not agree on the values of the different rootstocks for the different fruits is of great interest and clearly shows that California should have started a systematic study of the rootstock problem long ago. Growers and nurserymen have always felt such a need, but nothing was done until the past two or three years when the Division of Pomology of the University of California undertook such a study.

One of the questions asked in the questionnaire recently sent out, was, "What about the sweet cherry on Mahaleb stock in California?" Some of the replies were:

1. "I see no objection to Mahaleb root other than that it is a dwarf and the trees grow smaller."
2. "O. K."
3. "Equally as good as Mazzard on any well drained soil."
4. "If grafted low, Mahaleb is preferable in all soils."
5. "Do not use it."
6. "Not desirable."
7. "Mazzard is best root."
8. "No good."

The above replies were taken from the questionnaires returned by eight large nurserymen. Four claim the Mahaleb to be the better root for the sweet cherry and the other four think it should not be used. Is it any wonder that our fruit growers are making their own observations as to the relative values of the different rootstocks? No one is to blame for the existing conditions. We simply lack accurate data.

Another question asked was, "With reference to pear blight, what do you think about the French and Japanese rootstocks?" Some of the replies received read as follows:

1. "Prefer the French."
2. "We feel that the pear on Jap is a little more suscep-

tible owing to the fact that the tree makes a much larger growth."

3. "No noticeable difference."
4. "Use the French in preference to the Jap."
5. "Can see no difference."
6. "Neither has any advantage."
7. "Japanese is less susceptible."
8. "Japanese more resistant."

Here again we see differences of opinion. What the correct answer is we do not know. No doubt the above replies are based on careful observations in the field, but the question can now be raised as to the absolute certainty regarding the kind of rootstock a certain tree is worked on. A grower may be under the impression that his trees are on certain rootstock when in reality they are on some other stock. Numerous cases of this nature have been called to the writer's attention during the past year. Here again is another neglected phase of the rootstock problem. It was only last year that the Division of Pomology undertook the problem of determining methods of identifying the different rootstocks. The deeper we go into the subject of rootstocks the less we seem to know.

The following table gives the percentages of the rootstocks used by the nurserymen of the state for the different fruits during the years 1917 and 1922. The figures for 1922 represent over nine million trees:

Stock for	1917	1922
Almond	56.0%	72.0%
Peach	44.0%	28.0%
Stock for Cherry		
Mazzard	71.0%	80.4%
Mahaleb	26.0%	19.6%
Others	3.0%
Stock for Pear		
Japanese	63.0%	68.0%
French	33.0%	23.4%
Quince	4.0%	6.2%
Calleryana	2.4%
Stock for Prune		
Myrobalan	64.3%	63.8%
Peach	23.3%	25.2%
Apricot	1.0%	1.4%
Almond	11.4%	9.6%
Stock for Apricot		
Apricot	57.0%	46.8%
Peach	27.0%	30.7%
Myrobalan	13.0%	22.5%
Almond	3.0%
Stock for Peach		
Peach	91.0%	98.0%
Almond	3.0%	.3%
Apricot	3.0%	1.4%
Myrobalan	3.0%	.3%
Stock for Plum		
Myrobalan	60.0%	57.6%
Peach	37.0%	29.6%
Apricot	10.7%
Almond	3.0%	2.1%

The above figures bring out some interesting facts. It will be noted that the almond root seems to be gaining in favor as a stock for the almond. While the demand for the peach root for the almond was nearly the same as that for the almond root in 1917, it now appears that the peach root is losing its favor.

The Mazzard root is in greater demand for the cherry now than in 1917. This is probably due to the fact that those who advocate the Mazzard root have more influence than those who stand by the Mahaleb. As was previously mentioned there is very little definite information as to the relative merits of each root outside of that which has been handed down by tradition. There is no doubt in the writer's mind that there are cherry orchards in California on the Mahaleb root where the owner believes them to be on Mazzard and vice versa.

Although the French pear root was in greater demand than the Japanese root many years ago, it appears to be losing in favor. This can possibly be accounted for by the fact that "the French root is more susceptible to blight due to its persistent suckering." On the other hand, the Jap root has made a poor record in wet soils where the French does well. The quince root is evidently in greater demand now than in 1917. Although no pears

were propagated on the Calleryana root in 1917, 2.4% of all pear trees propagated in 1922 were on this root. In all probability this root will be gaining in favor due to its "resistance" to blight.

Very little change appears to have occurred in the demand for the various rootstocks for the prune.

The peach and Myrobalan roots seem to be coming toward the front as stocks for the apricot. The almond root seems to have been abandoned as a rootstock for the apricot. Nurserymen and growers have learned through sad experience that it doesn't pay to bud the apricot on the almond, on account of the poor union.

Despite the fact that nematodes are causing a great deal of trouble in the San Joaquin Valley to peach trees on peach roots, nearly all the peach trees propagated last year were on the peach root. Two nurseries reported propagating some peaches on the apricot stating that growers were demanding this root in some nematode infested areas. One nursery reported some peach on almond and Myrobalan. However, the last three mentioned stocks have also been practically abandoned as stocks for the peach as is shown by comparing the figures of 1917 with those of 1922.

Although there appears to have been no demand in 1917 for the plum on the apricot root there was a rather large demand for this root during 1922. During the past few years a large amount of data has been collected showing just what plum varieties can be successfully worked on the apricot and it is probably for this reason that some growers are demanding the apricot for the plum.

One nursery reported a few walnuts on the eastern black root. All others reported all walnuts on the Northern California Black.

RAILROAD RIGHT OF WAYS AS DISPLAY GROUNDS FOR NURSERY STOCK

There has been much written and much talk about ways and means to display nursery stock to the buying public. In other words it is generally felt the nurseryman lacks a store window in which to display his goods.

Wonderful strides have been made in the preparation and making of catalogs, but after all there is nothing like showing the real thing.

Public parks are good in their way but as they are municipal affairs they don't seem to appeal to the buying public as a place to go and get ideas for planting the home grounds.

Exhibitions do their part but they are necessarily limited, they often occur at the time of the year when it is practically impossible to exhibit many kinds of trees, shrubs or nursery products, such as the nursery wants to sell and the customer ought to know about.

Nursery stock to be seen and appreciated must be seen *in situ*. It is generally recognized that a well planted home is the greatest incentive to others to do likewise but there needs something more than this, some effort on the part of the nurseryman to display his goods, he can not always depend upon his customers to do it for him.

When we come to think of it, the railroad right of ways have perhaps the greatest possibilities of any conceivable place. They are the logical places for advertising as shown by the bill boards. Bill boards of themselves are unsightly and an abomination, and usually offend against good taste the very thing that the nursery is trying to develop. Many of the railroads have recognized the value of beauty along their ways and millions of dollars have been spent to make things pleasing, apart from their usefulness and it can readily be conceived that the railroad has great potential possibilities in helping the nurseryman to display his goods.

It seems to the writer that there should be some well conceived plan devised for co-operation with the rail-

roads. A determined effort towards this object would be sure to bring results. It may be that it would only be small in the beginning but if each nurseryman in his own particular locality would make an effort to place an exhibit of planting along the right of way of the railroad in his neighborhood, the idea would grow in favor. Railway executives are usually broadminded and far seeing men and usually readily lend themselves to a progressive movement.

It would serve the double purpose of beautifying the railroads right of way and so benefiting the railroad and travelling public and would also be the best possible means of publicity for the nurseryman.

CO-OPERATIVE ADVERTISING

It is generally admitted that the industry of Horticulture, as a whole, spends a considerable amount on advertising, and in the main it goes into careful channels, and is productive of reasonably good results. The general run of horticultural advertisements are well displayed and carefully written, and they present in simple language plain statements of facts. Study the publicity propaganda of any great industry to-day, and one is struck by the amount of co-operative advertising that is instilled into it. Each advertiser, whilst sending out an individual message, at the time toes the line with his fellow-tradesmen, and by certain general principles manages to promote business and sustain the prestige of his own trade, be it draper, tinker or candlestick maker.

This principle is one of the greatest forces to bind a trade together, to uphold its ideals, and also increase its prestige amongst the industries of the country. It seems to be a point that has been overlooked by the horticultural industry. Yet of all trades or industries, there is not one that offers such an unlimitable field for co-operative, yet individualistic propaganda. With the formation of progressive trade associations with broadened outlook, the time seems ripe for such an effort.

The fruit salesman and grower are now for the first time collectively advertising Tasmanian Apples. Other fruits from other climes will probably be dealt with in a similar manner. Growers and florists could unite with mutual advantage in advertising cut flowers. The Lea Valley has shown the way to do it with tomatoes.

What a grand event it will be, when on a certain day every rose grower's announcements will bear the same identical slogan—whatever it may be—prominently displayed. This can be done, not only with roses, but with many other subjects. The cumulative effect would be powerful, and should influence sales to the benefit of everyone concerned.

Is there any reason why the Chamber of Horticulture should not, as the mouthpiece of the trade, issue to the press carefully written articles pointing out why certain lines are going to be reasonable or otherwise, according to different seasons? There is plenty of talent to compile and write such articles, and they would have the added value of being true and informative. It would certainly combat such distortions as we noticed in a daily paper the other day, regarding the profits in the flower trade.

—*The British Horticultural Trade Journal.*

The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902

Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in Nursery Stocks of all kinds. It circulates throughout the United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

SUBSCRIPTION RATES

One Year in Advance\$1.50
Foreign Subscriptions, in advance\$2.00
Six Months\$1.00

Advertising rates will be sent upon application. Advertisements should reach this office by the 20th of the month previous to the date of issue.

Payment in advance required for foreign advertisements. Drafts on New York or postal orders, instead of checks, are requested by the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nurserymen and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be addressed, Editor, Easton, Md., and should be mailed to arrive not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., August 1923

THE A. A. OF N. We go to conventions, hear the president make his address or perhaps read it as published in the trade papers and then promptly forget all about it. This is not quite as it should be. An address by the president of the association usually contains words of wisdom that deserve thought and consideration, if not action.

One very pertinent remark made by Paul C. Lindley at Chicago called attention to the definition of a nurseryman or rather he asked "Did you ever try to define a nurseryman? The head waiter here in the Congress Hotel can walk into any newspaper office in Chicago, contract for pages of copy and be a nurseryman, a look box in the post office, a vacant lot, office and plant."

The same query may be asked of other trades or businesses, but it is our duty as nurserymen to see that anyone claiming the title of nurseryman at least should be made to qualify or give the buying public some opportunity to be able to distinguish a bona fide one from a counterfeit.

Mr. Lindley points out how easily this may be done by the use of initials of American Association of Nurserymen. The three letters of A. A. of N. printed on every piece of literature we send out and on the reverse side of labels by all the members of the American Association of Nurserymen would soon begin to have its effect on the mind of the public. It would accomplish legally and without effort what the Association tried to do with its Trade Mark, namely—give the purchaser an opportunity to know that he was dealing with a bona fide nurseryman, from whom he could expect a square deal.

The ethics and qualifications necessary for anyone to become a member of the Association would be the guarantee to the buying public. The privilege of using the

insignia could even be extended to State District Associations, that would subscribe to the American Association standards and rules.

To quote Mr. Lindley, "All broad minded nurserymen realize that something more is needed, that we must be better organized and our name and Association put before the planting public, if we, the square deal fellows, are going to make progress and prosper."

NEW ZEALAND In the proceedings of the 16th Annual NURSERYMEN Conference of the New Zealand Association of Nurserymen an address was made by Dr. R. J. Tillyard, entomologist and chief of the biological section of the Cawthron Institute, Nelson, New Zealand.

It seems the New Zealand Nurserymen are going through the same agitation and experience in regards to the introduction of plant diseases and insect pests as we in the United States. New Zealand has set aside a nearby island upon which to receive all plants intended for introduction to New Zealand. It is planned for importations from other countries to be grown on the island to prove their freedom from diseases and pests before being admitted to the main land.

Entomologists, evidently, all over the world take themselves very seriously. It is very amusing to read Dr. Tillyard's account of the introduction of the Japanese Beetle into the United States.

"To take an illustration from America regarding the danger from outside. The green Japanese beetle was brought in despite quarantine, and in an accidental way. It seemed pretty harmless, and it was not a pest in Japan. It came on the Japanese iris, in a valuable consignment imported by a wealthy horticulturalist. Within two years the beetle ruined the horticultural establishment of the importer, and it was spreading like a whirlwind. A special appropriation of 100,000 dollars had to be made by the legislature to combat the beetle, and a large number of scientists had specially devoted themselves to dealing with the danger, but no remedy had so far been discovered, for the beetles avoided poisons. They had eaten every green leaf in one part of New Jersey, and every single root had been chewed by the larvae. One-third of the State had been made desolate, and fifty entomologists at high salaries—much higher than the extremely modest salaries paid in New Zealand—had failed to cope with it. All this from three or four little eggs imported on some specially valuable iris!"

If all their alarming statements are as overdrawn as the above they may be very much discounted. The Doctor states that one-third of the State of New Jersey has been made desolate by the Japanese Beetle. We doubt if the average man passing through the devastated territory would describe it as desolate.

We have not heard of the "horticultural establishment" above mentioned going out of business and we venture to say, the said business suffered more financially from the entomologists than it did from the ravages of the beetle.

While diseases and pests are serious and should be combated with all reasonable and practical means there is no need to become alarmed or to think that even if the entomologists went into some other business that the country would become a howling wilderness.

Farmers and horticulturists would continue to grow and harvest crops and feed the population.

COLLEGE TRAINING Interest in college training for nurserymen is comparatively recent and perhaps if a vote were taken among the old school of nurserymen it would very likely prove that sentiment was not very strong in its favor. This, however, may be due to the immediate and pressing need of skilled workmen rather than executives.

In the last decade or so there has been such tremendous strides made in the science of agriculture and horticulture that all progressive thought leads very decidedly towards the necessity of college training for nurserymen.

Our profession is becoming scientific in the true sense of the word. Science is merely organized knowledge and for the nurseryman to take advantage of the wonderful discoveries that have a bearing on the nursery business in chemistry, entomology, and other branches of learning that have a vital connection with it, it is absolutely necessary that nurserymen of the future shall have a training far more exacting than hitherto, for him to be able to carry on successfully and compete with his fellows.

There is untold wealth lying unused and buried in the reports of the various Agricultural Experiment Station records that only the trained men can properly apply.

In practically all lines of endeavor the college trained man has become a necessity. The question now asked the young men is not "Have you had a college training?" but "Why have you not had a college training?" Higher education is becoming the rule and it behooves the nursery profession to be well represented if it is to hold its own among the Arts and Sciences.

The nurseryman who is not grounded in botany, chemistry and entomology is not so well equipped as the one who is, providing that in acquiring his education he has not sacrificed the practical knowledge and experiences which form such a large part of a nurseryman's activities.

There is another phase to the question of college training for nurserymen, which is very important to the trade at large, namely the standing it gives nurserymen in connection with its dealing with the Government and those having regulatory powers. Unless the nurseryman has college training it would be hardly possible for him to get a position, under the Government, where his influence could be used in the interests of the trade. Even if the most able and practical nurserymen were appointed on a State Board of Horticulture, Commissioner of Agriculture or Director of an Experimental Station, unless he is a college trained man, it is doubtful if certificates from that State would be recognized by other States, however able a man he was for the position. College training has become a recognized necessity for eligibility in the higher positions under the Government or in large private enterprises.

Practically all of the State Colleges now offer courses in Horticulture. As the interest and demand increases here is every reason to believe the universities will offer courses to meet the special requirements of nurserymen, perhaps founded on botany and entomology rather than as in the present case making it a variation of the Agricultural course. We ought to have in our profession men

whose educational standing would qualify them to hold any position in the bureaus of the Government that have to do with the supervision of the nursery trade.

HAIL INSURANCE FOR NURSERY STOCK

J. Edward Moon very kindly wrote the National Nurseryman calling attention to the fact that it is now possible for Nurserymen to insure their crops against damage by hail.

The Home Insurance Company of New York already have the printed policies, having organized an experimental department to give it a thorough trial.

Rates and limits of liability are given per 1000 trees or plants on:

1. Seedling fruit stock
 - Apples, Pears, Plums, Prunes
 - Quinces and Cherries
 - Peaches and Apricots
 2. One year old fruit stock
 - Apples, Pears, Plums, Prunes
 - Quinces and Cherries
 - Peaches and Apricots
 - Grape Vines
 3. Two year old fruit stock
 - Apples, Pears, Plums, Prunes
 - Quinces and Cherries
 - Apricots
 - Grape Vines
- Strawberry plants and bush fruits
Shade trees and deciduous shrubs
*Roses
*Perennials

*Note—Blooms are not included.

Oklahoma City, July 20. The Oklahoma State Nurserymen's Association will hold its first semi-annual meeting in Oklahoma City, Oklahoma, on August 7 and 8. The morning of August 7, will be given over to Registration and getting acquainted. Copies of the following program, and other details of the meeting have been mailed to each member of the association:

PROGRAM

Tuesday, August 7

10.00 A. M.

Registration and getting acquainted

2.00 P. M.

Invocation of WelcomeRev. W. W. Chancellor

Address of WelcomeJ. A. Whitehurst, Pres.

State Board of Agriculture

ResponsesJ. W. Black, Pres.

Okla. State Nurserymen's Association

AddressT. B. Gordan

State Entomologist

AddressW. A. Conner, Asst. Editor

Oklahoma Farmer

Open Forum

Problems of the Nurserymen.

6.30—Banquet

Wednesday, August 8

All day picnic at Lincoln Park

Walter Hillenmeyer, Lexington, Kentucky, writes:

Last week I received a real surprise—in a magnificent basket of Gladioli—Card reading “From your Friends in the American Association of Nurserymen.”

This illness of mine brought me many pleasant revelations and frankly to have developed so many interested friends and acquaintances was worth much of the sacrifices and discomforts I had to endure. But—this from you fellows just touched a spot that hasn't been reached before.

Whom am I to thank? I certainly do not want to let pass unnoticed or unacknowledged this real tribute and friendliness.

I was away the early part of the week in Louisville getting completely patched up, and hence the little delay in writing you.

I am in a stiff back brace now, but doing fine. Just getting back in harness and I am awfully glad.

With best wishes, and sincere appreciation,

WALTER W. HILLENMEYER.

“IT'S NOT A HOME TILL IT'S PLANTED”

NURSERYMEN, JUST NURSERYMEN

By F. F. Rockwell

“And who are these?” we hear you ask.

Nurserymen, just nurserymen.

“What is the nature of your task,

Nurserymen, oh nurserymen?”

We clothe the earth with fruits and trees;

We give you shade, and flowers to please;

We multiply the land's increase—

Nurserymen, we nurserymen!

This land of ours, oh Brothers true—

By planting more, and planting more—

Make beautiful, and fruitful too,

By planting more, and planting more.

“He profits most who serves the best”—

What service then is there more blest

Than building HOMES, from East to West,

By planting more, and planting MORE!

THE IDENTIFICATION OF DECIDUOUS FRUIT TREE ROOT STOCKS

By Warren P. Tufts, Assistant Professor of Pomology, and Myer J. Heppner, Assistant in Pomology, University of California, Agricultural Experiment Station

Horticulturists have at various times devoted considerable thought and study to the question of rootstocks. This problem is of peculiar interest to the orchardist and nurserymen in California on account of the wide range of soil and climatic conditions existing within the confines of the state, bringing into existence the most extensive and varied fruit industry of the world. On account of this diversity the question of proper rootstocks for different fruits and various environments here assumes an importance not approached in any other fruit growing section.

Fruit raising has been of the greatest commercial importance in California for more than half a century, nevertheless the rich soils and favorable climatic environments of the state have been largely responsible for the success of the industry rather than the expert knowledge of the growers. With the advent of higher land values and keener competition, orchardists are each year demanding more specific knowledge of the facts upon which

their business is based. As the acreage devoted to horticultural crops has increased in California, plant pests, insect, bacterial and fungal have become more numerous, both by introduction from other regions and by adaptation from native host plants.

Accumulated experience and observation leads the present day horticulturist to the conclusion that in order to secure rootstocks adapted to various environments, which at the same time are resistant to plant pests, it will be necessary to make a more thorough study of the whole problem.

Excessive irrigation has caused the water-table to rise in recent years in certain orchard regions to such an extent that the root systems are often submerged in water for long periods of time. As virgin soils are put under cultivation, new problems constantly arise; for example, the calcareous nature of the subsoil in one section is causing fruit growers considerable apprehension. The leaves of pear trees are here rendered chlorotic by the excessive lime content of the soil. Observations have shown that trees on certain stocks are more resistant to chlorosis, which seems to be physiological in nature. Other problems facing the present day grower are pear blight (*Bacillus amylovorus*) and oak root fungus (*Armillaria mellea*), diseases for which no satisfactory methods of control have yet been discovered. The remedy for the above mentioned troubles will possibly be found in the selection of proper rootstocks. Native untried roots may solve many of these problems, but should this not prove to be the case, desirable roots indigenous to other countries must be found and utilized.

One of the chief difficulties the California Agricultural Experiment Station has encountered in conducting a systematic study of the rootstock problem, has been the lack of a definite means of identification of roots of deciduous fruit trees now in common use. In the hope that a more definite knowledge of the subject might be had, this investigation was undertaken with two objects in view:

1. To determine if possible, constant gross morphological differences between the more common rootstocks used for the propagation of deciduous fruits in California, that might be used as a means of differentiation when nothing more than a portion of the root system is available.

2. To differentiate between the various kinds of stocks on the basis of microscopic anatomical study of their root structure.

In a brief article of this nature it does not seem advisable to attempt a lengthy dissertation of the methods employed and the minute difference discovered. The observations briefly outlined below are the results of a year's study involving close examination of more than ten thousand microscopic sections and hundreds of individual roots collected under as widely varying soil and climatic conditions as possible. Roots of various ages were used in all cases.

Although many species of roots appear identical from external appearances, distinct differences are to be found in their anatomical structure.

The chief results of the investigation follow:

STONE FRUIT ROOTSTOCKS

1. With the exception of the apricot, color should not be used as a criterion when trying to identify a deciduous fruit tree rootstock. The color of the apricot root is always beet-red.

2. The almond and peach roots can be separated by the character of the lenticels and bark surface. In the former the lenticels are smooth and rarely protrude more than one sixteenth of an inch above the surface of the bark or exceed a longitudinal height (distance measured parallel to axis of root) of one-sixteenth of an inch. The bark of old roots is relatively rough. The lenticels of the peach are decidedly rough and protrude one-eighth inch or more above the surface of the bark, reaching a longitudinal height of the same distance. The bark of this root is always smooth.

3. Although the common peach and Davidiana peach are identical with one another from external appearances, they are distinctly different from an anatomical point of view.

4. The only definite method determined for the identification of the Myrobalan plum root is of an anatomical nature.

5. The bitter and astringent taste of the Mazzard cherry separates it from the Mahaleb.

POME FRUIT ROOTSTOCK

1. Pear, quince and apple roots are identical with one another in many respects, externally and internally. The only positive

means determined for the separation of these roots was by an anatomical study.

The writers realize that the above brief statements are of little practical value to the layman, nevertheless, the facts seemed to be of sufficient interest to present them at this time. Practically no difficulty is experienced in quickly distinguishing one *Prunus* root from another by the methods worked by Heppner. However, further studies will be necessary to enable definite differentiation between the roots of the various cultivated species of the *Pyrus* group.

It is hoped that these facts with adequate illustrations may shortly be made available to horticultural workers in California.

TO THE AMERICAN ASSOCIATION OF NURSERYMEN, IN
SESSION AT CHICAGO, JUNE 27-29, '23

COLLEGE COURSES FOR NURSERYMEN

Mr. President, Ladies, and Gentlemen of the Convention:

Your committee for the above named purpose beg to report as follows:

Few persons will deny that education is a great factor in life, and all things being equal an individual will meet and execute a problem of life far better with what is termed an education than he will without it.

We are told by Webster that an education is that training that best fits a person for the duties of his calling in life. Education thus may be gained through the scientific courses in our Institutions for high learning or it may be secured largely by self-reliance and by actual contact with the world and with the every day course of affairs.

A great many Nurseryman, like Topsy, just "grewed up," have gained their education by the self-made route, and I want to say to you that my experience and association with the American Association of Nurserymen has shown these Nurserymen to compare well with all other lines of business. Not only intelligent and well informed but have proven themselves men of high character, ranking with the best elements of our social, financial and religious fabric.

Of course, we have many Nurserymen who have had every advantage, with both higher education and practical, yet few men will deny that College education, in which there is secured systematic training of the mind, as well as enjoying the best thought of our strongest men of this day, is very desirable in calling of the Nurserymen, as well as every other calling.

Therefore, your committee believes that a College or University Education is a desirable thing for young men. While the standards of our business will compare well with all others, yet there is room for improvement, and we believe that college training will add strength.

We understand that courses for training have been secured with the University of Illinois and the University of Massachusetts, and we think it would be a desirable thing to have it offered to the young men of the Southwest.

Your committee has applied itself especially to securing such advantages in the Southwest and we are glad to report that we have secured the valuable consideration of the Agricultural and Mechanical College of Texas to the end that this College has made out a special course in the Horticultural Department, adding subjects especially for the training of young Nurserymen.

Through the kindness of Dean E. J. Kyle, of the A. & M. College, of Texas, we are pleased to report herewith a course made out by him, and offered by his college, to the Nurserymen Association and all others desiring it, the benefits of a course for Nurserymen.

It has been the intention of your committee to complete such arrangements also with some of the Colleges of the south or Southeast sections of our country. We hope yet that such additional advantages may be secured.

Respectfully submitted,

JNO. S. KERR,
R. M. WYMAN,
A. E. NELSON,
J. R. MAYHEW,

JIM PARKER,
H. B. CHASE,
E. W. CHATTIN,
O. J. HOWARD, Committee.

AGRICULTURAL AND MECHANICAL COLLEGE OF TEXAS,
COLLEGE STATION, TEXAS

COURSE IN AGRICULTURE AS OUTLINED FOR NURSERYMEN

FRESHMAN YEAR

First Term	hrs. per week	
	Th.	Fr.
Animal Husbandry 101	1	4
Market Types		
Biology 101	2	4
General Botany		
Chemistry 101	3	3
Inorganic		
Dairy Husbandry 101	0	2
Judging Dairy Cattle		
English 103	3	0
Rhetoric and Composition		
Mathematics 107	3	0
Agricultural		
Military Science 101 or 103	1	2
	12	15

Second Term

Second Term	hrs. per week	
	Th.	Fr.
Agronomy 102	3	2
Field Crops		
Animal Husbandry 102	0	4
Market Types		
Biology 102	2	4
General Botany		
Chemistry 102	3	3
Inorganic		
English 104	3	0
Rhetoric and Composition		
Military Science 102 or 104	1	2
Textile Engineering 102	0	2
Cotton Classing		
	12	17

SOPHOMORE YEAR

First Term	hrs. per week	
	Th.	Fr.
Biology 207	2	4
Zoology		
English 203	2	0
Composition		
Entomology 201	2	2
General		
Geology 209	3	2
General		
*Horticulture 201	2	2
Plant Prop. and Orchardng		
Military Science 201	1	2
*Agricultural Engineering 203	2	2
Gas Engines		
	14	14

Second Term

Second Term	hrs. per week	
	Th.	Fr.
Agricultural Engineering 204	2	2
Farm Machinery		
Biology 206	1	4
Bacteriology		
Chemistry 206	3	2
Organic		
Dairy Husbandry 202	2	2
Dairying		
English 204	2	0
Composition		
Military Science 202-204	1	2
*Horticulture 202	2	2
Vegetable Gardening		
	13	14

*Electives

PEARS, Standard and Dwarf.

NORWAY and SUGAR MAPLE, Sizes 1½ to 2½ in.
SUGAR MAPLE, 5 to 7 feet, once transplanted, for
lining out.

EUROPEAN SYCAMORE—Several fine blocks.

PIN OAK and RED OAK—Sizes 6 to 12 feet.



EVERGREENS

RETINOSPORA Picifera Aurea, Plumosa and
Squarrosa. Sizes up to 6 feet.

NORWAY SPRUCE—Sizes up to 6 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of many leading varieties of shrubs.

W. B. COLE

Painesville, - - - Ohio.

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JUNIOR YEAR		
First Term	hrs. per week	
	Th.	Fr.
Agronomy 301	3	2
Soils		
Agronomy 305	2	2
Genetics		
Chemistry 309	3	3
Agricultural Chemistry		
English 301	1	0
Argumentation		
Horticulture 303	3	2
Principles of Fruit Pred.		
*Horticulture 307	2	2
Introduction to Landscape Art		
	14	11

Second Term	hrs. per week	
	Th.	Fr.
Agronomy 308	2	2
Forage Crops		
Economics 306	3	0
Fundamental Principles		
Horticulture 310	2	2
Commercial Veg. Prod.		
*Horticulture 304	1	4
Nut Culture		
*Horticulture 308	2	2
History of Landscape Art		
*Agronomy 306	2	2
Plant Breeding		
	14	12

SENIOR YEAR		
First Term	hrs. per week	
	Th.	Fr.
Agricultural Economics 411	3	0
English 401	1	0
Public Speaking		
Farm Management 401	2	4
Horticulture 401	3	2
Pomology		
*Horticulture 405	2	2
Bush and Vine Fruits		
*Horticulture 415	3	4
Landscape Design		
(Optional with Farm Management 401)		
*Horticulture 419	1	0
Experimental Horticulture		
*Horticulture 413	0	3
Seminar-Hort. Topics		
*Horticulture 417	2	0
	15	10

Entomology 405 (Fruit Insects) may be taken in place of Hort. 413 and 417, if desired.		
Second Term	hrs. per week	
	Th.	Fr.
English 402	1	0
Public Speaking		
Rural Sociology	2	2
Horticulture 404	2	2
Commercial Horticulture		
*Horticulture 408	2	2
Floriculture		
*Horticulture 414	2	2
Ornamentals		
*Horticulture 416	3	4
Landscape Design		
*Horticulture 420	0	4
Experimental Horticulture		
*Horticulture 422	3	2
Subtropical Fruits		
*Electives	15	13

Graduate Work:	
Advanced courses are offered in Fruit Growing, Vegetable Gardening and Landscape Art.	
A. & M.	
	Credit Hours
Elementary Horticulture	2
Plant Propagation	5
Plant Houses	4
Plant Growing	5
Ornamentals	3
Garden Flowers	3
Nursery Theory and Pract.	5
Trees and Shrubs	3
Fruit and Nut Propagation	5
Landscape Art	3
Plant Pathology	5
Ornamentals	5
Small Fruits	3
Nursery Management	5
	56

	Credit Hours
Botany	8
Plant Propagation	3
Vegetable Gardening	3
Fruit Production	4
Landscape Art	3
Commercial Veg. Production	3
Nut Culture	3
History of Landscape Art	3
Plant Breeding	3
Pomology	4
Bush and Vine Fruits	3
Landscape Art	5
Experimental Horticulture	1
Seminar	1
Civic Improvement	2
Commercial Horticulture	3
Floriculture	3
Ornamentals	3
Landscape Art	5
Experimental Horticulture	2
Subtropical Fruits	4
	69

HIGH HEADED VERSUS LOW HEADED APPLE TREES

The New York Agricultural Experiment Station, Geneva, N. Y., issues a bulletin on the "Growth and Yield of Apple Trees Pruned in Various Ways," by G. H. Howe.

The result of the experiments upon high versus low heading of apple trees seemed to be much in favor of the latter.

High headed trees were trained so their lowest branches were approximately four feet from the ground.

Low headed trees were cut back to 20 inches at the time of planting.

SUMMARY

1. Unless considerable care is taken in the formation of a high head for an apple tree, the removal of so much wood may be necessary as to impair the vigor of the tree as well as to check its development.
2. A few years after planting low-headed trees were from one to three years ahead of high-headed ones in point of size and vigor.
3. High-headed trees were less stocky in trunk and branches and had smaller tops than low-headed ones. Because of the tall trunks such trees were so twisted and bent by the action of

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Apples, 2 yr. buds and 3 yr. grafts
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Cherries, sweet and sour, 2 yrs.
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Abies, Nordman's
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Spruce hemlock, oriental, polita and white

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RHUBARB
SHADE TREES
SHRUBS
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CLEMATIS PAN
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Digger gets All the Roots at the rate of Twenty to Forty Thousand trees per day, and only needs same power as plow

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PEAR-SEED

Crop 1923 Will be Limited

*Book now so as to avoid disappointment.
Send for catalogue and prices*

TREE SEEDS

of highest quality and great variety
WE PLEASE THE TRADE

NOT PRICE



BUT QUALITY

T. SAKATA & CO.

Seed Growers and Merchants

Yokohama, Japan

Sakai-Cho, Opposite Park

BRANCH OFFICE

20 E. JACKSON BLVD.
Chicago, Illinois

winds as to cause them to lean badly after a few years.

4. Trees headed high had smaller bearing areas for fruit production and, therefore, yielded smaller crops.

5. Low-headed trees were more amenable to orchard operations such as pruning, spraying, and picking the fruit. With the use of modern implements tillage operations were relatively easily performed.

6. The height of the head did not influence the characters of the fruit produced. The low head was larger in area and the amount of bloom was greater, but blossom fertilization seems to have been so impaired that there was no increased fruit production.

STOCKS FOR PLUMS

BY U. P. HEDRICK

Summary of Bulletin No. 498

Cultivated fruit trees are unions of "stock" and "cion." The chief consideration in choice of stock is ready production of plants. But stock and cion react on each other for better or worse, and the fruit grower as well as the propagator has much at stake in the stocks upon which his trees are grown.

In the adjustments of stock and cion to each other and to their surroundings there may be important reciprocal influences. These can be determined, if at all, only by experiments. Such experiments this station is attempting to carry out for New York. So far, the work has been confined to four fruits: viz., grapes, apples, cherries and plums. This bulletin is a report of the work with plums.

Six stocks from 6 species with 15 varieties of plums budded on them are under test. The stocks and varieties are those in most common use in New York. The experimental plat is on the grounds of the station at Geneva, New York. The treatment is that commonly given the plum in this state. The results present cover ten seasons.

The six stocks under test are Americana, Marianna, Myrobalan, St. Julien, peach budded, and peach grafted. The varieties are Bradshaw, Grand Duke, Italian Prune, Lombard, Reine Claude, Shropshire, Drap d'Or, Abundance, Burbank, Chabot, Wayland, Forest Garden, Pottawattamie, Wild Goose and De Soto.

The experiment throws no light on whether or not the adaptability of a fruit to a soil may be changed by the stock. It shows that the peach stock is least well adapted to endure a cold climate. There were no differences in the maturity of wood or crop. Color, quality, and size of fruit were not changed by the several stocks. More time is required to tell whether there is difference in longevity of varieties on the different stocks. There were marked differences in vigor and productiveness as gauged by diameters of trunks and by yield of fruit. These are summarized in the next paragraph.

The experiment shows that of the stocks now in general use in New York, as regards vigor and productiveness, Myrobalan is best for Bradshaw, Grand Duke, Italian Prune, Lombard, and Reine Claude, the Domestic sorts; and for Shropshire and Drap o'Or, the Insititia varieties; that Abundance and Burbank grow about equally well on Myrobalan and peach; four of the native plums, Wild Goose, Pottawattamie, Forest Garden and

Wayland, can probably be best grown on Marianna, although they make very satisfactory trees on Myrobalan; while De Soto, another native, but of a different species, grows best on roots of its own species, *P. americana*.

REDWOOD GROVE SAVED AS PIONEER MEMORIAL

A wonderful tract of giant Redwoods on the California State Highway near Orick, Humboldt County, and about 60 miles north of Eureka, has just been given to the State of California as a memorial to Humboldt County's pioneers. It is the gift of Mrs. Zipporah Russ of Ferndale, Humboldt County, in memory of her husband, Joseph Russ, who came around the Horn to California in 1852, and also in memory of all the early settlers who helped to build up Humboldt County and the state. Mrs. Russ, as a young girl, crossed the Plains with her family in 1853. The tract contains 166 acres and has a stand of close to thirty million feet of Redwood, as well as much other timber. It is admirably situated on the State Highway above Orick and is crossed diagonally by Prairie Creek, a good sized stream which adds to the beauty of the grove and to its advantages from the park and recreational standpoint.

Some of the largest trees of the Redwood belt are found on this tract of timber. One enormous sequoia particularly has been discovered, which is believed to be among the largest in existence. Not only the Redwoods, but also the massive firs, hemlocks, maples, spruce, oaks, and other trees found on this tract, together with the giant ferns and other undergrowth, make it an area of unusual beauty. It is still in its primeval state, and many of its acres have probably never been trodden by man.

This gift has just been announced by J. D. Grant of San Francisco, Chairman of the Board of Directors of the Save the Redwoods League.

In making the announcement Mr. Grant expressed the appreciation of the League both because of the intrinsic value of the gift and because it symbolizes the interest of Californians in the movement to save for posterity some of the Redwoods. "No more fitting memorial to the memory of Joseph Russ and the other pioneers with whom he worked to build up this commonwealth could be devised," said Mr. Grant. "The Redwoods, or *Sequoia sempervirens*, are typically Californian. They are found only in this state, and every lover of California's natural charm, whether a newcomer or one who has been here since pioneer times, appreciates the need of saving representative tracts of this fast disappearing species. The Russ family, who have held this valuable timber for years, have made this gift out of their love for the Redwoods and their desire to share their beauty with their fellow citizens for all time."

The Humboldt County Pioneer Memorial is deeded to the State to be held forever as a public Redwood Park, and it is stipulated that the timber thereon shall never be cut or destroyed, but that the tract shall be kept in its natural condition. By the roadside a granite boulder will be placed and on it a bronze tablet bearing this inscription:

This Grove
Is a Memorial to the
Pioneers of Humboldt County
A gift to the State of California
From Zipporah Russ
A Pioneer of 1853
June 1923
In Memory of her Husband
Joseph Russ, a Pioneer of 1852

Late this summer appropriate exercises will be held dedicating this grove to public use.

The Valdesian Nurseries, Bostic, North Carolina, report a splendid growing season. Evergreens looking especially fine. They are looking forward to a big business the coming fall, as the past season was the best they ever had.

SEEDS FOR NURSERYMEN

I am now booking orders for: TREE and SHRUB SEEDS, PEACH PITS, MAZZARD AND MAHALEB CHERRY, MYROBOLAN PLUM, FRENCH CRAB APPLE, FRENCH, JAPAN, CHINESE AND KIEFFER PEAR SEED.

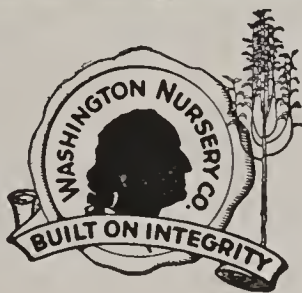
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Clean volcanic ash soil on Yakima Indian Reservation, and moisture under control enables us to build good trees.



We've been growing and delivering dependable nursery stock since 1903.

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We are growing and offer for sale fall 1922, and spring 1923 Forest Tree Seedlings and Shrubs, and Lining out stock, such as *Bethula Nigra*, *Catalpa Speciosa*, *Cornus Florida*, *Elm*, *Poplar*, *Locust*, *Walnut*.

SHRUBS, such as *Altheas* in varieties, *Barberry Thunbergii* seedlings, *Calycanthus*, *Deutzias*, *Loniceras*, *California Privet*, *Amoor River North Privet*, *Amoor River South Privet*, *Spirea Van Houttii*. Write for quotations.

FOREST NURSERY COMPANY

Boyd Brothers,
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If you need Everbearing strawberry plants to fill spring orders or if you wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties growing in our experimental grounds that are not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out.

THE GARDNER NURSERY CO., Drawer 103, Osage, Iowa.

Retinosporus Pisifera, Squarosa Veitchii Per 100 and per 1000

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NEW RASPBERRIES NAMED

Cayuga, Owasco and Seneca Described As Promising New Varieties

Horticulturists at the Experiment Station at Geneva have just named three new red raspberries which originated on the Station grounds and which the Station authorities believe to be exceptionally fine. These new varieties are seedlings from a cross between June, a variety developed by the Experiment Station, and Cuthbert, a well-known commercial sort. The three seedlings, now known as the Cayuga, the Owasco and the Seneca, have survived a rigid selection extending over a period of twelve years, during which time many sister seedlings were discarded as unfit for further propagation.

The fruit of these three new raspberries is said to be as large as that of either parent and of good quality and flavor. Of the three new varieties, the Cayuga and the Seneca are described as being the most desirable for commercial purposes. Plants of both varieties are very vigorous and productive with exceptionally large berries and clusters. In appearance and flavor Cayuga is quite similar to Cuthbert. Seneca is a little more sprightly in flavor and is also a few days later. The Owasco does not produce as large or as vigorous plants as its two sister varieties, but the berries are very large, juicy and firm, with a decided Cuthbert flavor. It is regarded as an excellent variety for the amateur grower.

A limited amount of stock of these new varieties is now being distributed among the members of the New York State Fruit Testing Co-operative Association, Inc., for further testing and propagation.

NATIONAL ASSOCIATION OF GARDENERS' CONVENTION

The local convention committees have completed their plans for the annual convention of the National Association of Gardeners to be held at the Fort Pitt Hotel, Pittsburgh, August 14, 15, 16, 17. The local members have the whole hearted support of their employers in providing fitting entertainment for the visitors, so that those who attend may look forward to an enjoyable time as well as profitable business sessions.

The convention opens on Tuesday afternoon, August 14, at 2.30 o'clock, with addresses of welcome by William A. Magee, Mayor of Pittsburgh, and E. J. McCallum, representing the Pittsburgh Chamber of Commerce. Then will follow President John Barnet's address and an address on "Forest Conservation" by George Wirt, Chief Forest Fire Warden of the State of Pennsylvania. The responses to the addresses will be made by William N. Craig, of Massachusetts; Robert Weeks, of Ohio, and Thomas W. Head, of New Jersey.

Tuesday evening there will be an illustrated lecture in the English Room of the Fort Pitt Hotel on "Hunting Big Game in the Rockies," by A. J. Cogshall, to which the public is invited.

Wednesday forenoon and afternoon are to be devoted to business sessions, which will include the secretary's and treasurer's reports, committee reports, resolutions

and communications, consideration of next meeting place, election of officers. Discussions will follow on the activities of the local branches, co-operative courses between the association and some of the colleges, and other subjects of pertinent interest to the gardening profession.

The annual banquet will occur Wednesday evening at the Fort Pitt Hotel.

At nine o'clock on Thursday morning the automobiles will leave the hotel for a tour of the East End and Pittsburgh parks, and will then proceed to Sewickley to visit the country estates, where surprises are in store for the gardeners.

A social program is planned for the members of the association for Thursday evening by the Pittsburgh Florists' and Gardeners' Club.

Friday morning at nine o'clock the automobiles will leave the hotel for a tour of the city and a visit to the H. J. Heinz Company's plant, famous for its "57 varieties" where a special luncheon will be served. In the afternoon the Westinghouse Electric Company's plant will be among the interesting points to be visited.

A meeting of the Trustees and Board of Directors of the association will be held at the Fort Pitt Hotel, Tuesday morning at ten o'clock.

At Lake Forest, Ill., the North Shore of Illinois branch of the association has just been organized, and Jacksonville, Fla., will organize a branch early in August. Other branches are to be announced shortly.

TREES

Trees from the moment of their birth take a straight path to the sky. It were well with human beings could we do the same. Trees, like mortals of flesh and blood, may be discouraged and deflected. Sometimes, in tender youth or in their prime, both are cut down. But the sight of a tree growing, as of a man who increases in mental stature, is an inspiration and an example which it is wise to follow.

The tree, though it befriends a colony of animals and birds and the whole race of men, has its eager and persistent enemies that it has not deserved. It must endure the change of seasons. It must suffer heat and cold, the snow, the rain; yet it lives beautifully to gladden the eye, to comfort with its shade; and when it dies it feeds the fires of a home, or it builds a house, or it provides the material for uses industrial and domestic a hundred-fold.

Living and dying, are we as useful as the trees that are our comrades? Thoreau wrote a paper for the Atlantic Monthly in which he said of a certain tree he knew and loved, that it might one day go to as high a heaven, there to tower above him still. Lowell, then editor of the magazine, was grieved by what seemed to him the impiety of that observation. He deleted the offending sentiment. Thoreau was incensed; and the two men never quite repaired the wound that the incident dealt to their friendship.

But one who, like Ruskin, does full justice to the essential nobility of a tree, though he be called a pagan for it, will find in the tree a kind of soul. He will feel that in many ways its majestic dignity, its generous amplitude, its innocence of fuss and fret, rebuke whatsoever

BERBERRY THUNBERGII SEEDLINGS

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We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

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FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.

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Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

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things in human life are small and mean and unworthy of a man's place in God's universe.—*Editorial in Phila. Public Ledger.*

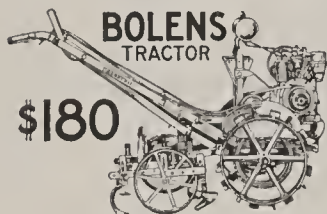
A CORRECTION

In our July issue occurred a printer's error in connection with the report of the Vigilance Committee.

We printed the report as signed by L. J. Fender, whereas it should have been L. J. Tucker.

Mr. Tucker is the secretary-treasurer of the McKay

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at garden cultivating. Clears plants 14 in. high. Has a tool control and will do accurate work in crooked rows. Differential makes turning easy. All attachments are instantly interchangeable. One, two or three row seeding or cultivating. Also a Power Lawn Mower.

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Applicant must have practical experience in budding, grafting and propagating trees, shrubs and other nursery stock, and in the handling of men. Furnish references. Advise as to experience, salary and family. Position now open. Middlewestern location.

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Write Us

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With well-developed Root Systems. Will please your customers. Let us quote you on Peach, Apple, Plum, Apricot,

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Growers of First Quality Pecan Trees. Dependable for giving profitable returns. All standard varieties. Place orders now.

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Juniperus Virginiana (for grafting)

Rhododendron Maximum 6-10"

Clematis Paniculata (heavy field grown)

Seedlings of Aristolochia Sipho, Cornus, etc.

Send us your inquiries for Shrubs in varieties and other Nursery stock.

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Wonderful Root System**WELLER NURSERIES
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G. C. STARCHER, OPELIKA, ALABAMA**Leavenworth Nurseries, Carl Holman, Prop.**

LEAVENWORTH, KANSAS

GOOSEBERRIES CURRANTS BLACKBERRIES
CLEMATIS PANICULATA PEONIES ASPARAGUS

For Fall Delivery. Write for Prices.

ESTABLISHED 1893

THE NATIONAL NURSERYMAN

INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock.

Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

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HATBORO, PENNA.

When writing to Advertisers please mention the National Nurseryman.

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Note that word "Genuine." Due to shortage of 1923 Carolina crop, some of our competitors are offering Georgia seed. We will handle only Carolina pits this season, same as heretofore. Orders will be entered and shipped in order received, as long as supply lasts. Still have limited quantity 1922 seed on hand for prompt shipment. Carolina seed, only. Get our prices.

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Palms and Greenhouse Stock, Roses in Bush, Standard or Tree Form, Evergreens, Trees and Perennials.

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Small Fruit Plants

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Our list quotes lowest prices.

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And Other Shade Trees in All Sizes

A Fine Lot of

CALIFORNIA PRIVET

12-18 in. and 18-24 in.

And Hardy Shrubs of All Kinds

Also a Limited Supply of Fruit Trees and Small Fruit Plants

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(Sole Agents)

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Native Broad-leaved

EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous Plants of the Blue Ridge Mountains, including: *Kalmias, Rhododendrons, Leiophyllums, Andromedas, Tsugas, Azaleas, Corylus, Oxydendron, Zanthorhiza, Ampelopsis, Lonicera, Shortia, Iris, Liliums Stenanthium.*

Approximately 500 species

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Correspondence from large planters solicited.

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Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

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SHRUBS

This New England soil and climate produce fine sturdy shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists let us est.

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We still have a
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EVERGREENS

Including a good
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Trees and Shrubs also.

We are headquarters
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Pinus Mughus, Rhodo-
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Manufacturers of

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STANDARD SIZES USED BY NINETY
PERCENT OF THE NURSERY TRADE ARE
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ANY SIZE CAN BE FURNISHED

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Apple Trees (1 and 2-year)

Peach Trees

Cherry Trees

Plum Trees

Apple Seedlings

Apple Grafts

White Elm Trees, all sizes



TREES

SHRUBS

EVERGREENS

We are ready to quote prices on a very
complete list of Ornamental Stock.

Stock grown wide apart is bushy and well
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retail trade.

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CATALOGUE NOW READY

THOMAS B. MEEHAN CO.

WHOLESALE NURSEYMEN
DRESHER :: PENNA.

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As the Largest Growers of Fruit Trees in America, we have recently seen fit to double our acreage, making entirely new plantings on the Sym-puxent Bay, near Ocean City, and on land where fruit trees have never before been grown. This area lies along the Atlantic Ocean where the advantages of the salt air and morning dew with plenty of moisture, develop strong, healthy trees, good foliage, good roots, and broad-topped growth.

APPLE TREES—2 Yr. Budded
Yellow Transparent Winesap
Stayman Paragon
York Imperial Rome Beauty

APPLE TREES—1 Yr. Budded and
Grafts, all grades
Yellow Transparent
Williams' Early Red
Livland Raspberry
Winesap N. W. Greening
York Imperial Duchess
Gano Grimes'
Yellow Newton Rome Beauty
Baldwin Jonathan
Ben Davis Wealthy
Northern Spy Delicious
Paragon McIntosh
R. I. Greening Stayman

CHERRY TREES—Sweet—2 Yr.
Black Tartarian Napoleon
Bing Schmidt
Governor Wood Windsor
Lambert Yellow Spanish

CHERRY TREES—Sour—2 Yr. Budded
Dyehouse Early Richmond
English Morello May Duke
Montmorency

PEACH TREES—1 Yr. Budded—
All grades
Carman Greensboro
Hiley J. H. Hale
Belle of Georgia Heath
Elberta Iron Mountain
Ray Krummel's
Brackett Late Crawford
Champion Mamie Ross
Redbird Cling Rochester
Ford's Late Salway
Fox Slappey
Francis

PEAR TREES—2 Yr. Budded, $\frac{5}{8}$ to $\frac{3}{4}$
and $\frac{3}{4}$ -in. cal. and up
Bartlett
Anjou Le Conte
Clapp's Favorite Seckel
Duchess Winter Nellis
Kieffer

KIEFFER PEAR TREES—Extra size
1 $\frac{1}{2}$ inches $\frac{3}{4}$ to 1 inch
1 to 1 $\frac{1}{2}$ inches

PLUM TREES—1 and 2 Yr.
Lombard Abundance
Imperial Gage Burbank
Red June Bradshaw
German Prune

GRAPE VINES—1 and 2 Yr.
Concord Niagara
Moore's Early

SHADE TREES

	5-6 ft.	6-7 ft.	7-8 ft.	8-10 ft.
European Lindens	300	300	300	300
American Lindens	70	80	50	50
Box Elder	200	100	200	200
Catalpa Bungei	50	50	50	50
Honey Locust	100	100	100	200
Red Oaks	200	200	200	200
Mixed Oaks	200	200	200	200
Black Oaks	700	600	700	600
Scarlet Oaks	500	500	400	400
Sugar Maples	100	100	200	200
Golden Willows	15	40	80	90
Tulip Tree	100	200	200	200
Ginkgo (Maiden- hair Tree)	200	200	100	
Purple Beech	30	90	200	100

MAPLE, Norway
1,200—10 to 12 ft. 1 $\frac{3}{4}$ -2 in.
2,700—12 to 14 ft. 2 -2 $\frac{1}{2}$ in.
2,800—14 to 16 ft. 2 $\frac{1}{2}$ -3 in.
2,400—15 to 18 ft. 3 -3 $\frac{1}{2}$ in.
1,800—16 to 20 ft. 3 $\frac{1}{2}$ -4 in.
500—16 to 20 ft. 4 in.
200—16 to 20 ft. 5 in.

MAPLE, Silver
800—6 to 7 ft.
1,000—7 to 8 ft.
1,200—8 to 10 ft.
1,800—10 to 12 ft.
1,400—12 to 14 ft.
1,000—14 to 16 ft.

ELM, American
500—6 to 7 ft.
800—7 to 8 ft.
900—8 to 10 ft.
800—10 to 12 ft.
700—12 to 14 ft.

OAK, Pin
600—5 to 6 ft.
700—6 to 7 ft.
900—7 to 8 ft.
1,000—8 to 10 ft.
700—10 to 12 ft.

PLANE, Oriental
1,000—8 to 10 ft. 1 $\frac{1}{4}$ in.
2,000—10 to 12 ft. 1 $\frac{1}{2}$ in.
2,500—12 to 14 ft. 1 $\frac{3}{4}$ in.
2,000—14 to 16 ft. 2 in.
2,500— 2 $\frac{1}{2}$ in.
3,000— 3 in.

POPLAR, Carolina
800—7 to 8 ft.
1,200—8 to 10 ft.

POPLAR, Lombardy
700—7 to 8 ft.
1,300—8 to 10 ft.
1,000—10 to 12 ft.
900—12 to 14 ft.
700—14 to 16 ft.

POPLAR, Tulip
600—10 to 12 ft.
500—12 to 14 ft.

WALNUT, Black
1,000—5 to 6 ft.
1,200—6 to 7 ft.

CALIFORNIA PRIVET—Specimen
Clumps
10—3 ft. by 3 ft.
200—2 $\frac{1}{2}$ ft. by 2 $\frac{1}{2}$ ft.
200—2 ft. by 2 ft.
200—1 $\frac{1}{2}$ ft. by 1 $\frac{1}{2}$ ft.

CALIFORNIA PRIVET—1 Yr.

50,000—12 to 18 in.
50,000—18 to 24 in.
15,000—2 to 3 ft.

CALIFORNIA PRIVET—2 Yr.

12,000—2 to 3 ft.
14,000—3 to 4 ft.
12,000—4 to 5 ft.
8,000—5 to 5 $\frac{1}{2}$ ft.

BARBERRY, Thunberg's

50,000—10 to 12 in.
2-yr. transplants
50,000—1 to 1 $\frac{1}{2}$ ft.
2-yr. transplants
50,000—1 $\frac{1}{2}$ to 2 ft.
2-yr. transplants
5,000—2 to 3 ft.
3-yr. transplants

LARGE EVERGREENS

12 to 14 feet	10 to 12 feet
8 to 10 feet	7 to 8 feet
6 to 7 feet	5 to 6 feet
4 to 5 feet	3 to 4 feet
2 to 3 feet	

ARBORVITAE

American Chinese

CEDARS

Blue Virginia Red
Indian Japanese

CYPRESS

Glory of Boskoop

HEMLOCK

Canadian

FIRS

Nordmann's Cephalonian
White, or Concolor

JUNIPERS

Pfitzer's Irish
Schottii

PINES

White Austrian
Scotch Mugho

RETINOSPORA

Japanese Plume-like
Japanese Golden Pea-
Fruited
Japanese Graceful
Japanese Golden
Plume-like
Japanese Veitch's

SPRUCE

Koster's Blue Tiger-tail
White Norway
Douglas Colorado Blue
Oriental

BOXWOOD

2500—1 to 1 $\frac{1}{2}$ ft. 50—2 to 2 $\frac{1}{2}$ ft.
1200—1 $\frac{1}{2}$ to 2 ft. 50—2 $\frac{1}{2}$ to 3 ft.

SPRUCE—Special

Koster 2 to 14 ft.
White, 7 to 14 ft.
Douglas, 2 to 16 ft.
Oriental, 4 to 10 ft.
Tiger tail, 2 to 3 ft.
Norway, 2 to 12 ft.
Colorado B., 2 to 10 ft.

Three generations of Harrisons have been engaged in growing fruit trees, evergreens, shade trees, and shrubs at Berlin, Maryland, covering more than thirty-five years. At the beginning we had only a few acres; now we have a larger acreage in trees than any other firm in America.

GET OUR COMPLETE LIST. COME AND SEE.

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G. HALE HARRISON
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HARRISONS' NURSERIES
J. G. HARRISON & SONS, Proprietors
Berlin, - - Maryland



THE NATIONAL NURSERYMAN



SEPTEMBER 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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Established 1847.

Offers a Fine Stock of
**SPECIMEN EVERGREENS,
FRUIT AND ORNAMENTAL
TREES AND SHRUBS**

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Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
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We make a speciality of growing the following stock for the wholesale trade. Get in touch with us while our list is complete, and cover your wants for Fall 1923 and Spring 1924.

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APPLE TREES
PEAR TREES
GRAPE VINES, 1 and 2 Yr.
ASPARAGUS ROOTS, 1 and 2 Yr.
STRAWBERRY PLANTS—Leading standard and
everbearing varieties
CALIFORNIA PRIVET, 1 and 2 yr. Cut back heavily
branched
BARBERRY THUNBERGII
FLOWERING SHRUBS
EVERGREENS

CAN DO THIS STOCK IN CAR LOTS OR LESS
INSPECTION INVITED

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G. E. Bunting & Sons, Proprietors

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Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

“THE TIME HAS COME” WHEN
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Our specialty is a general assortment, and are able to offer a complete line of fruit trees, small fruits, fruit tree stocks (American and French grown,) ornamental shade trees and shrubs, evergreens, roses and perennials.

Have had plenty of rainfall the past season, and stock has made a splendid growth, and our assortment large and complete.

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WATCH FOR NEW PRICE LIST OUT SOON

If You Are Not on Our Mailing Lists, Don't Fail
to Write Today

INTERESTING ITEMS
and
INTERESTING PRICES



C. R. BURR & COMPANY

GENERAL NURSERYMEN

MANCHESTER, CONN.

We Do Not Sell at Wholesale to Retail Buyers

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

J. & P. PREFERRED STOCK

Specialties

FOR FALL 1923 and SPRING 1924

Include

HYBRID TEA ROSES

HYBRID RUGOSA ROSE, GROOTENDORST
ROSE, PAUL'S SCARLET CLIMBER

STANDARD or TREE FORM ROSES CLEMATIS

(Large flowering and Paniculata)

DUTCHMAN'S PIPE

(True Aristolochia Siphon)

BLEEDING HEART

(Dielytra Spectabilis)

TREE HYDRANGEA P. G.

(Also bush form P. G. and Arborescens Sterilis)

TREE LILACS

(Assorted French Varieties)

Together With a Good General List of

ROSES, SHRUBS, VINES, PERENNIALS, FRUIT
AND SHADE TREES

In planning your next season's campaign it will be to your
advantage to figure with us.

Jackson & Perkins Company

Rose Growers and Nurserymen

Wholesale Only

NEWARK : NEW YORK STATE

THE
PREFERRED
STOCK

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STOCK

RAFFIA

FOR BUDDING and TYING

in the following dependable brands:

RED STAR BRAND

XX SUPERIOR BRAND

AA WESTCOAST BRAND

Can make immediate shipment of any brand
and in any quantity—bale lots or less. Write
for prices.

Also COLORED RAFFIA

We carry a full line of the most desirable col-
ors. Shipment can be made upon receipt of
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New York City

We grow young evergreens in large
quantities and every tree we sell is rais-
ed from seeds in our own nurseries.

If you are in need of lining out stock why not
write for our wholesale trade list before placing
your order. Our prices are low because we
specialize in young stock.

COLLECTORS OF TREE SEEDS

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THE

North-Eastern Forestry Co.

CESHIRE

...Connecticut...

CHERRY TREES! CHERRY TREES!

ONE AND TWO YEARS OLD

THE BEST YOU EVER SAW

EXTRA HEAVY

EXTRA TALL

EXTRA WELL BRANCHED

Write for Our Attractive Prices

We also offer a general assortment of other
stock including Standard and Dwarf Apple,
Standard and Dwarf Pear, Plum, Plum on
Peach, Quince and Peach.

KELLY BROTHERS' NURSERIES

DANSVILLE, N. Y.

PAINESVILLE NURSERIES

TREES

We are again in position to offer to the trade, the product of great blocks of Nursery stock. **Varieties** are proven standard varieties. **Quality** is proven, S. & H. Co., quality—none better. **Grades** are established S. & H. Co. grades—no skimping. **Prices** are S. & H. Co., prices—without fear or favor; they are just about right.

Give us your want lists

DECIDUOUS TREES

FRUIT TREES

EVERGREEN TREES

SMALL FRUITS

SHRUBS and VINES

FIELD GROWN ROSES

(57 Acres of Them)

HARDY PERENNIAL PLANTS

Peonies — Iris — Phlox

HOLLAND and JAPANESE BULBS

GREEN-HOUSE PLANTS

SEASONABLE SEEDS

Order early
for Fall Delivery.
Why not today?

THE STORRS & HARRISON CO.

NURSEYMEN --- FLORISTS --- SEEDSMEN

ESTABLISHED
1854

PAINESVILLE, OHIO.

1200 ACRES
45 GREENHOUSES

J. H. SKINNER & CO.

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Kansas

We Offer

Apple, Cherry, Peach, Plum
and Kieffer Pear Trees

Apple Seedlings

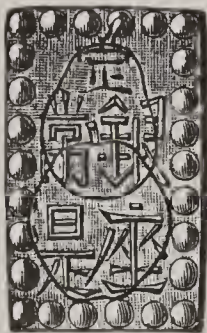
Japan Pear Seedlings

Forest Tree Seedlings:

Black Locust

Honey Locust

Catalpa Speciosa



We Offer Our Usual
Large Assortment of
Fruit Trees, Shrubs,
Roses & Hedge Plants
for Fall 1923.

*Prices and Variety List
Ready Now*

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,
HUNTSVILLE, ALA.

1872—1923

Catalogues and Cakes

Making a Catalogue is very much like making a Cake. The directions may call for so many cups of sugar (for making a cake, of course,) so many cups of flour, so many eggs and the other ingredients that compose a cake. The recipe may be definite and the things get in; and yet the way they are combined and put into the oven and watched, can mean a first-rate cake—or just dough, flat or burnt.

Making a Catalogue is much the same. You can provide all the necessary ingredients: good copy, full of salesmanship, fine photographs of the stock you want to sell, a "recipe" calling for particular papers for text and cover and the style of composition and everything covered by specifications. And everything may go in—just as into the cake—and yet fall as flat.

That is because the *cook* is rather important.

We have a printing establishment whose work challenges any comparison. And we have complete equipment for illustrating and printing Catalogues for Nurserymen.

Our nursery printing department is handled by John Watson, a nurseryman of years of experience in growing and selling nursery stock through printed matter. He looks after every Catalogue from the receipt of copy to its issue from the bindery, complete. A letter about your next Catalogue will mean no obligation—except upon us and to give you the best advice we can (if that is wanted) and the best price possible on good printing.

THE DUBOIS PRESS

Horticultural Color Printers

ROCHESTER, NEW YORK



A General Variety of Nursery Stock



35,000 Norway Maple and American Elm,
also Montmorency and Early Richmond
Cherry, 1 year, in car lots or less.



C. M. Hobbs & Sons
BRIDGEPORT - - Indiana

The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., SEPTEMBER 1923

No. 9

Dr. Charles H. Hadley Heads Pennsylvania Bureau of Plant Industry

Charles H. Hadley, recently named by Secretary of Agriculture Frank P. Willits as the new director of the Pennsylvania Bureau of Plant Industry, took immediate charge of the work of the bureau on the day of his appointment, July 23, 1923.

Director Hadley is probably most widely known to agriculturists in Pennsylvania and in other parts of the country through his endeavors during the past three years as the Federal Entomologist in charge of all field operations of the joint Japanese beetle project in southeastern Pennsylvania and in New Jersey. Entering the Federal service in April, 1919, as a plant quarantine inspector at Riverton, N. J., laboratory, later put in charge of the control work with 25 to 30 men under his direction and in October, 1920, placed in complete charge of the project, his record of achievement in entomological work has been notable.

By training and extensive experience with insect control problems in New York, New Hampshire, New Jersey and Pennsylvania, Professor Hadley is ideally fitted to head the State corps of experts whose duty it is to protect Keystone State farming against plant disease and insect invasions. His knowledge of Pennsylvania agricultural conditions gained in three years spent in the agricultural extension service at the Pennsylvania State College will also stand him in good stead in his new position.

His early education was obtained in the Manual Training High School and the Polytechnic Preparatory School in Brooklyn, N. Y. In the fall of 1908, he entered Yale University and two years later transferred to the New Hampshire College of Agriculture and Mechanic Arts, receiving the degree of bachelor of science in 1912.

While a student at the New Hampshire State College he assisted in the insectary and laboratory and also engaged in experimental work in the field. For three years after graduation he held an assistantship in entomology in the college experiment station and in 1915 he went to Cornell University to pursue a year of study in advanced entomological subjects.

At Cornell, as a part-time member of the experiment station staff, he investigated outbreaks of grasshoppers and other insects and devoted much of his time to insects affecting clover and alfalfa.

From 1916 to 1919, Professor Hadley availed himself of an opportunity to become thoroughly acquainted with conditions in Pennsylvania farming. It was during this period that he engaged in agricultural extension work as the only trained entomologist at that time in the em-

ploy of the Pennsylvania State College. In the last of the three years and just prior to his entrance into Federal activities, he was placed at the head of entomological research work at State College and in this capacity he established and directed three field stations, at Bustleton, Erie and Arendtsville, for the purpose of studying insects injurious to Pennsylvania crops and devising methods for their control.

He is a member of the American Association for the Advancement of Science and has been a member of the American Association of Economic Entomologists since 1912. Other affiliations include Alpha Zeta, honorary agricultural society, and Sigma Xi, honorary scientific society. Among his most recent publications are: "The Japanese Beetle" (New Jersey Station circular), and "The Clover Leaf Weevil" (Cornell Experiment Station bulletin). Other scientific contributions include: "The Lesser Migratory Locust" (Cornell), "Potato Insects" (Pennsylvania), "Arsenical Residues" (New Hampshire), "The Rhododendron Lace Bug," "The 17-Year Locust in New York," and "The Japanese Beetle Quarantine," in various issues of the Journal of Economic Entomology.

In the four years that he has spent in the Japanese beetle area, Professor Hadley has adequately displayed his ability to conduct a fight against a dangerous insect foe. The Japanese beetle is admittedly one of the worst insect pests that has ever invaded this country. No control measures or exterminating agencies commonly used with success against other insects have been of any avail. The beetle has safely withstood all of the most common, practical and economical means of control at present known to the scientist. The fact that progress is gradually being made in the government's investigations, however, casts a ray of hope on the situation.

It is therefore encouraging to those interested in the successful culmination of the Jap beetle fight that an agreement has been made between the Pennsylvania and the United States governments whereby Director Hadley will continue to oversee the general operations of the co-operative project during the next few months, while also giving his attention to the new duties in Pennsylvania. Part of his time will be given to the Federal work in which he has been engaged and part to the duties of the Pennsylvania directorship. In his absence on Federal duty, general supervision of the State work will be vested in Deputy Director Walter A. McCubbin.

Under this agreement all of the major activities of the Pennsylvania Bureau of Plant Industry will be conduct-



CHARLES H. HADLEY

New Director of the Pennsylvania Bureau of Plant Industry

ed with a maximum amount of force and drive. At the same time, the work of the Federal government in the Japanese beetle zone will not be hampered as it might have been had Professor Hadley completely severed his official connection with the project.

PENNSYLVANIA ASSOCIATION OF NURSERYMEN

The annual Summer Meeting of the Pennsylvania Association of Nurserymen was held at Longwood, Pa., August 16th, 1923. The meeting took the form of a summer outing.

The members met at the Conard and Jones Nurseries, West Grove, Pa. After inspecting the Nurseries and admiring the splendid show of cannas, now in full bloom, and discussing roses and other plants, they proceeded in automobiles to the Nurseries of Rakestraw and Pyle, Kennett Square. Unfortunately Mr. Rakestraw was confined to the house with illness, his representative however did the honors.

It was pleasing to note the slogans "It's not a Home 'till it's Planted" and "It's not a Farm without Fruit," were much in evidence around the office.

The next stop was at Longwood's Meeting House where about sixty famished members sat down to long tables and were served with a dinner prepared by Caterers from Wilmington, Del. After dinner, the meeting went in session with President Jacob W. Root, of Mannheim, Pa., in the chair. F. D. Ozman, of New Brunswick, New Jersey, President of the New Jersey Association spoke on behalf of the New Jersey Nurserymen, regret-

ting that more Jersey guests were not present. Paul Lindley of the National Association spoke of the importance of being members of a larger body.

J. Howes Humphreys of Andora Nurseries, Inc., Chestnut Hill, Pennsylvania proposed the following resolution:

"Be it resolved that we express to Secretary Willetts, our appreciation for the opportunity offered our Legislative Committee to confer with him regarding the selection of a successor for Prof. Sanders, as Director of the State Bureau of Plant Industry, and further,

Be it resolved that we send to Secretary Willetts and also to Governor Pinchot, this expression of our approval of the appointment of Mr. C. H. Hadley, to fill this very important position."

Signed on behalf of the Pennsylvania Nurserymen's Association.

Secretary.

After the meeting adjourned the party proceeded to inspect the du Pont Conservatory and Gardens. Mr. Mulliss, gardener on the Longwood estate of Mr. Pierre du Pont welcomed the members present on behalf of the owner and later acted as guide through the conservatories and gardens.

From there they proceeded to the nurseries of Hoopes Bros. and Thomas, West Chester, Pa., and the Morris Nurseries, which are also in the vicinity.

It was a full and active day and voted a very successful meeting.

OKLAHOMA STATE NURSERYMEN'S ASSOCIATION

The Association met at the Huekins Hotel, August 7, 1923, for their first semi-annual convention. The following members and visitors present:

Mr. J. W. Baek, Oakwood, Oklahoma.
 Mrs. J. W. Baek, Oakwood, Oklahoma.
 Mr. E. V. Baek, Oakwood, Oklahoma.
 Mr. L. V. Holmes, Oakwood, Oklahoma.
 Mr. W. T. Fain, Bethany, Oklahoma.
 Mr. R. O. Bush, Hugo, Oklahoma.
 Mr. A. S. Baldridge, Oklahoma City, Oklahoma.
 Mr. and Mrs. W. E. Rey, Oklahoma City, Oklahoma.
 Mr. E. F. Brittain, Oklahoma City, Oklahoma.
 Mr. and Mrs. J. E. Hoopes, Oklahoma City, Oklahoma.
 Mr. H. C. Whitehouse, Oklahoma City, Oklahoma.
 Mr. and Mrs. Albert Fain, Oklahoma City, Oklahoma.
 Mr. C. Moulton, Oklahoma City, Oklahoma.
 Mr. Almon Hall, Oklahoma City, Oklahoma.
 Mr. and Mrs. A. L. Luke, Oklahoma City, Oklahoma.
 Mrs. J. L. Landrum, Oklahoma City, Oklahoma.
 Mr. C. A. Batten, Oklahoma City, Oklahoma.
 Mr. and Mrs. J. A. Maddox, Oklahoma City, Oklahoma.
 Mr. Thos. B. Gordon, State Entomologist.
 Mr. J. R. Mayhew, Waxahachie, Texas.
 Mr. Joe McCarty, Ottawa, Kansas.
 Mr. E. J. Bitshie, Chickasha, Oklahoma.
 Mr. and Mrs. A. B. Hanson, Chickasha, Oklahoma.
 Mr. and Mrs. C. E. Garee, Noble, Oklahoma.
 Mr. J. A. Rogers, Winfield, Kansas.
 Mr. T. G. Rogers, Winfield, Kansas.

After the roll call the convention adjourned until 2 p. m. Then J. W. Back, President, introduced J. A.

Whitehurst, President of the State Board of Agriculture of Oklahoma, in an address of welcome to the nurserymen, promising among the many other things, the entire co-operation of the State Board of Agriculture with the nurserymen for the betterment and upbuilding of horticultural interests of our state.

Mr. Whitehurst was followed in response by J. W. Baek, of Oakwood, Oklahoma. Mr. Baek enlarged principally upon the benefits and service the nurserymen were rendering the farmer and home owners of the state.

We were also favored by Mr. T. B. Gordon, State Entomologist, many good points were suggested by Mr. Gordon. The principal one of which was the tendency of nurserymen to allow their stock to fall in the hands of unscrupulous dealers, who by misrepresentation and price cutting did the nursery interests more damage than all the bugs, parasites, droughts and fungus diseases combined.

The Association was fortunate in securing Mr. W. A. Connor, Co-editor of the Oklahoma Farmer. Mr. Connor's subject was "Co-operation." This address, though simple and short, probably had more effect on the members present, than any other address. Many of those present, for the first time gave serious consideration to—co-operation as a better means of selling.

Immediately after this address the president declared open forum. Several addresses were made by the members of the association and by special request, Mr. J. R. Mayhew of Waxahatche, Texas, made a strong appeal for co-operation in our state organization and placed great stress upon the benefits we should derive by joining with the Southwestern Nurserymen's Association. As a result of Mr. Mayhew's talk, he returned to Texas with the pledge of every member present to join the Southwest Nurserymen's Association.

Adjournment from the afternoon session was taken at 5.30 to meet again at 7.00 o'clock. At 7.00 o'clock visitors and members assembled in the banquet room of the Huckins Hotel. Thirty-four members and guests sat down to an elaborately decorated festal board. With Mr. J. A. Maddox acting as toastmaster, the following program was rendered:

Piano Solo	Miss Loraine Baldrige
Reading	Miss Elnora Rey
Reading—"The Building of Character".....	Mrs. J. R. Thorp
	Written by A. S. Baldrige
Home Beautification	Mrs. J. L. Landrum
	Member of State Board of Agriculture
Association and Co-operation	J. R. Mayhew
Say It With Flowers	C. A. Batten

Resolutions of sympathy were passed and flowers ordered sent to Mr. Jim Parker, Teeumseh, Oklahoma.

Adjournment

Wednesday, August 8th, was devoted entirely to play and feasting at Lincoln Park.

PLAN TO PLANT ANOTHER TREE

J. A. Young, secretary of the Tree Lovers' Association of America, writes: Discussion on "Co-operation with Seedsmen" is beginning to tell.

This morning's mail brings inquiry from two seed houses as to where to obtain trees, shrubs and plants.

THE THIRTY-NINTH ANNUAL CONVENTION OF THE SOCIETY OF AMERICAN FLORISTS AND ORNAMENTAL HORTICULTURISTS

The above society held its thirty-ninth annual convention at Hartford, Conn., August 21, 23, 1923. The State Armory was used as headquarters, having splendid accommodations to display the exhibits, which were both numerous and fine.

The meeting was a successful one with a record attendance and the weather cool and pleasant.

The problems of the florist, while different in some respects, are very much the same as the allied nursery trade. They have the National Publicity Campaign, legislative committees, educational committees, in fact, their activities very closely parallel those of the nurserymen and to a large extent are in harmony with them.

President Irwin Bertermann, Indianapolis, Indiana, in his address called attention to the splendid strides that have been made organizing the National Flower showing. The next one will be held at Cleveland, Ohio, in March. These exhibits do much to encourage the love of flowers and planting in the buying public.

The aims of the leaders for the publicity campaign are in advance of the financial support given by members of the trade.

The president suggested that the directorate of the Florists Association should include a member associated with one of our institutions of learning so as to bring co-operation closer.

President Bertermann also suggested the establishment of a foundation for the advancement of floriculture and horticulture in North America. This foundation to consist of one banker in a large city; a citizen interested in floriculture and three florists. George Asmus of Chicago has been appointed chairman, Philip Breitmeyer and S. S. Pennoek have already been appointed.

Secretary Young reported a total membership of 3728 and a balance in all funds of August 1st, 1923 of \$80.-646 24.

There were quite a number of nurserymen attended the florists' convention. The trade exhibition was held in the State Armory, which proved to be a splendid structure for showing off the exhibit. Those nurseries having store connections such as Vaughan's seed store of Chicago; Henry A. Dreer, Riverton, New Jersey; Henry F. Michell Co., Philadelphia, Pa. are usually in evidence at such exhibitions with a display of their wares as their businesses are very closely connected with the florists' interests.

In addition to these however Jackson-Perkins, Newark, New York, had a very fine display featuring various lines of plants that are used by the florists for forcing, including Hydrangeas, Roses, Lilaes, Spireas, together with small conifers in pots and window boxes.

Bobbink and Atkins, Rutherford, N. J., had a nice group of pot grown evergreens, besides Azaleas, Ericas and other green house plants.

W. A. Manda, South Orange, N. J., had an extremely interesting collection of English Ivys, possibly twenty or more different sorts, showing varieties having leaves very minute, to kinds with rich glossy foliage several inches across, growing in pots nicely staked. They

made wonderfully attractive plants and possibly many of the kinds would prove hardy in the open. In fact Mr. Manda stated he had used them freely in rockery plantings where they had been eminently successful especially in localities where they would be covered with snow in the winter to protect the foliage from sun-scald.

The green house builders, florists' supplies and accessory house were very much in evidence making on the whole a very fine exhibition, the splendid display of gladiolas made the armory look quite gay. in fact at certain hours it was thrown open to the general public and well patronized.

NURSERYMEN AT THE FLORISTS' CONVENTION

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SOUTHWESTERN ASSOCIATION OF NURSERYMEN

It has been deemed necessary to change the dates of the meeting of the Southwestern Association of Nurserymen, from September 5th and 6th to the 19th and 20th of September so that the dates will not conflict with the meeting of the Southern Association of Nurserymen, which is being held at Atlanta, Georgia on the 5th and 6th. Headquarters of the Southwestern Association will be at Adolphus Hotel, Dallas, Texas.

PACIFIC COAST ASSOCIATION OF NURSERYMEN

Important Measures Adopted at Boise Convention

The twenty-first annual convention of the Pacific Coast Association of Nurserymen, which closed July 19 at Boise, Idaho, was well attended and sessions intensely interesting and instructive throughout.

Among the policies re-affirmed and adopted were: To continue to determine market values of nursery stock based on production costs, supply and demand in order that a price range may prevail accordingly, fair alike to planters and nurserymen. Definite standards of grades and high quality products to be maintained and it is recommended that prices corresponding to values continue to the close of the selling season. The "season end sales" of nursery stock was not favored because, as a rule, the practice does not afford satisfaction to either planter or nurserymen. Nurserymen and reputable dealers, only, are entitled to wholesale rates.

It appeared that uniformity has been lacking, as to the method of figuring bills of trees, some having made the total in each class the rate basis, while others make the total of all classes the rate basis. (Apple trees, pear, cherry, etc., are designated as "classes" and the various kinds in each class "varieties.") Therefore, to fix a definite uniform standard, the rule to make total in each class the rate basis was unanimously adopted. Example—A buys 50 trees, consisting of 12 apple, 10 pear, 8 cherry and 20 prune. According to the Nursery price list, apple in dozen lots are 85c each, prune 75c each, while in less than dozen lot pears at \$1 each and cherry \$1.25 each. The total bill on this basis is \$45.20, which is correct, according to the rule adopted. On the other hand, if this bill was figured on the rate basis of total of all classes, then the per 50 price of each would prevail throughout. For instance, apple at 45c, pear 65c, cherry 80c, and prune 55c, total amount of bill, then \$29.30, or a difference short to the nursery of \$15.90.

It was unanimously recommended that the division point for the quantity rate on fruit trees and berry plants be as follows.

1 to	11 trees take the each rate
12 to	24 trees take the dozen rate
25 to	49 trees take the 25 rate
50 to	99 trees take the 50 rate
100 to	499 trees take the 100 rate
500 to	999 trees take the 500 rate
1000 and up	take the 1000 rate

POLICY FOR TERMS OF SALE AND METHOD FOR DIRECT SHIPMENT TO PLANTERS

It was unanimously recommended that in shipping direct to the planter customer that the C. O. D. plan be generally adopted and that the expression "C. O. D." be conspicuously printed on order blanks and on order acknowledgements to the end that it may become generally known as the customary method of shipment and to be expected by the purchaser, thus making it easier to get prompt payment for stock shipped. This method has been proven practical by several nurseries.

Regarding matter of deposits on orders when booked, it was recommended that on orders of \$20 or under, a deposit of at least \$2 be asked, and on larger orders a deposit of at least 10%. It is understood that endorsement of this plan by the Association will not make it obligatory for any member to use the plan against his own judgment, but the more nearly unanimous the practice becomes the easier and more successful it will be for all and the nurseries adopting the method are themselves most highly benefitted, providing their nursery products and methods are dependable. Also, it is not considered necessary, nor advisable, to turn down any order on account of inability to secure the proposed deposit.

AESTHETIC HORTICULTURE—THE HOME A PICTURE

For several years past the Pacific Coast Association of Nurserymen has endeavored to obtain co-operation generally, on the part of Landscape Architects, in presenting to planters the visualized pictures of homes attractively planted as compared with the plan of selecting individual trees and shrubs, planted promiscuously without definite form of arrangement for any specific surroundings.

At the Boise Convention no less than six leading landscape

architects took a prominent part to help devise plans and methods whereby planters first would be imbued with vision of the planted home surrounding as a picture, then proceed to carry out by practical work of planting of trees, shrubs and perennials as time and means afford, aiming to reach some definite objective when perfected. The essential is to make the home an object of pride, attractive and restful and for that reason the picture to be complete should include the principles of unity, proportion, variety and contrast in plants adapted to conditions as they exist.

Nurserymen are urged to maintain landscape departments which devise and operate to make beautiful home and landscape plantings, materials to be provided accordingly as advised for best results. There is growing demand for the common native trees and shrubs and nurserymen are cautioned to give scant attention to monstrosities. A list of desirable plant materials, generally desired in landscaping, was submitted and will appear in the Report now being prepared for press.

The Executive Secretary has met with 165 nurseries, explained the policies and rules of the Association to maintain high quality and uniform standards of production and operation and conferred regarding various individual problems. Nurserymen are urged to make preparation for exhibition at the fall fairs where possible.

Grading cards slightly amending last year's standards will be issued before digging time.

F. W. May was elected president and convention city for 1924 will be Yakima, Wash.

C. A. TONNESON, Executive Secretary, Burton, Wash.

SOUTHERN NURSERYMEN'S ASSOCIATION

Tentative Program of the Meeting of the Southern Nurserymen's Association to be Held September 5, 6, 1923, at the Piedmont Hotel, Atlanta, Georgia.

Invocation, Address of Welcome, Response

President's AddressO. Joe Howard, Hickory, N. C.
"What Would America Be Without Nurserymen"

Walter W. Hillenmeyer, Lexington, Ky.

"American Association Activities" Paul C. Lindley, Pomona, N. C.
"Why I Am Now In the Nursery Business"

C. Richter Smith, Concord, Ga.

"Co-operation and Possibilities of Honest Nurserymen"

A. J. Shadow, Winchester, Tenn.

"The Future of the Mail-Order Business"

Jas. G. Bailie, Augusta, Ga.

"A Thousand A Day"W. C. Daniels, Pomona, N. C.
"Rambling Through the Shrubs"

John Fraser, Jr., Huntsville, Ala.

"Profits From Pecans"H. K. Miller, Monticello, Fla.
"Southern Legislation"

"Coniferous and Other Evergreens"

Bruce Howell, Knoxville, Tenn.

"Propagating Evergreens from Seed in the South"

Robert C. Young, Greensboro, N. C.

"The Propagating Question, Root Your Own"

I. D. Hudgins, Chamblee, Ga.

"Rose Varieties for Southern Nursery Trade"

George F. Verhalon, Scottsville, Tex.

"Controlling the Peach Tree Borer with Paradichlorobenzene"

L. A. Niven, Memphis, Tenn.

"Growing the Hard to Grow" ...Leo McClain, Knoxville, Tenn.

"Cherries"W. C. Reed, Vincennes, Ind.

"Small Fruits"W. N. Scarff, New Carlisle, Ohio.

"The Planting, Care and Cultivation of the Young Pecan Orchard"C. A. Simpson, Monticello, Fla.

The State of Pennsylvania has passed a law, which when printed will be Act No. 408, giving power to the Secretary of Agriculture to declare quarantines and makes it a criminal offense to disobey his rules in that respect.

AMERICAN ROSE SOCIETY

The American Rose Society has changed its headquarters from 606 Finance Building, Philadelphia, Penna., to West Grove, Pennsylvania.

NEW YORK STATE NURSERYMEN'S ASSOCIATION

The summer meeting and outing of the New York State Nurserymen's Association will be held Thursday, September 6, 1923, and to which all nurserymen are cordially invited. The committee takes pleasure in announcing that the Outing this year will be a Lake trip to Cobourg, Canada, on the beautiful Steamship "Ontario." The boat train will leave the Buffalo, Rochester and Pittsburg Railway Station on West Main street at 8 A. M., arriving at Genesee Docks at 8.30. Those who prefer, may motor to the docks off Lake avenue, this side of Charlotte, where parking space will be found for cars until the return at 8 P. M.

The tickets are \$2.00 per person for the round trip, to be procured at the railroad station or at the dock; meals will be served on the boat, at \$1.00 each, tickets for which may be procured on the boat. It is important that the steamship officials know in advance how many meals to provide, therefore, kindly indicate on the enclosed card, your intention to make the trip and your requirements, and return to me at once.

The committee feels that they are offering a real diversion. No formal program has been prepared. A short business meeting will be held on the boat at 10 o'clock, after which the time is free to be devoted to relaxation and sociability. It is an excellent place to become acquainted and no doubt many will take advantage of the opportunity to trade among themselves.

Please note that the matter of being *on time* at the train or dock is important.

Train leaves the station in Rochester at 8 A. M.

Boat leaves the dock at 8.35 A. M.

"Time and Tide wait for no man."

All come.

MINUTES OF THE MEETING OF THE EXECUTIVE COMMITTEE OF THE AMERICAN ROSE SOCIETY

HELD AT CITY CLUB, NEW YORK, JULY 24, 1923, 6.30 P. M.

Those present were: F. L. Atkins, Acting President; J. Horace McFarland, Editor; Samuel S. Pennock, Robert Simpson, George H. Peterson, Thomas Roland, Jos. J. Lane, chairman Membership Committee; Robert Pyle, secretary.

The members of the Executive Committee, as a token of their esteem for their associate, Dr. Edmund M. Mills, and in honor of his seventy-fifth birthday anniversary, moved to request him to name his choice of seventy-five roses for presentation by the executive committee for planting in the newly established Edmund M. Mills Public Rose Garden in Thornden Park, Syracuse.

Considerable discussion without decision followed regarding the wisdom of raising the dues from the present rate of \$3 per year to \$5 per year, and the Life Membership from \$50 to \$100. Alternative propositions were submitted, and it was decided to offer a special rate for the balance of 1923 and the entire year of 1924 for \$5, which would entitle those who join to the publications of both years in full.

The proposals which were received from a meeting held earlier in the day by the committee on Commercial Cut Roses, were all approved as follows:

With regard to increasing the dues for those in the trade so that a part of the sum thus paid in might be set aside for use of the committee who will be in charge of rose shows, and

Second, that the scale of points for displays of cut roses be revised as follows:

Quality of bloom, formerly 40 points, now 60 points.

Artistic arrangement and effect, formerly 40 points, now 30 points.

Variety, formerly 20 points, now 10 points.

(b) That rule 4 of the rules and regulations of the American Rose Society, as printed on page 20 of the first preliminary plant schedule of the Sixth National Flower Show, Cleveland, Ohio, for 1924, be repealed so that this reference to pinching should be entirely eliminated; and further (c) that the rule now reading that "no gold medal is to be awarded to any rose scoring less than 95 points," be changed to read "90 points."

Plans were made for holding the Annual Meeting of the American Rose Society on September 20th, at the nursery of Bobbink & Atkins, Rutherford, N. J. J. Horace McFarland as chairman, George H. Peterson and Robert Simpson were appointed a committee to submit nominations for officers to be elected at the Annual Meeting, with instructions that such nominations should be sent to members, together with proposed constitutional changes in ample time to give all the opportunity to vote by proxy if unable to attend in person.

A committee was appointed to recommend a budget for 1924. \$150 was authorized for use of the membership committee in the near future.

The total membership of the society was reported to have gone above the three thousand members mark for the first time in its history.

The treasurer reported a balance on hand of \$1,732.67, from which should be deducted the item of bills payable in excess of \$1,000. Also in membership fund an uninvested balance of \$1,196.12.

Announcement was made that permission had been finally secured from the Department of Agriculture to proceed with the plans for the distribution of the Mary Wallace Rose, and the committee in charge were authorized to proceed to enlist the firms of all rose growers or rose distributors who were interested in order to negotiate with them for the equitable distribution of this stock. In the meanwhile it is expected that members of the trade who are interested will at once send to the secretary for full information regarding the terms of distribution.

ROBERT PYLE, Secretary.

CREPE MYRTLES

A visitor from the North, to Washington and localities South, at this time of year can not but be impressed by the Crepe Myrtles that are to be seen in the gardens and grounds of the homes in that part of the country.

They are very beautiful and stand out in their attractiveness very conspicuously as there are few other shrubs in bloom at this time of the year. The prevailing color is pink although occasionally one can see a white form that is not quite such a free bloomer, and shades of purple which sometimes run to shades not pleasing to some fastidious colorists but even these shades are very attractive when seen in combination with white or where there is no other color to clash with them.

The Crepe Myrtle suggests such wonderful possibilities to the florists and gardeners that one wonders why it has not been singled out for development and exploitation to a much greater extent than it is. There seems to be such wonderful latent possibilities in the plant. It is true it is doubtfully hardy north of Washington but isolated plants have stood the winters of the locality of Philadelphia and other more northern points. When the plant is cut down by the frost it seems to come up more vigorous than ever so that its tenderness should not prevent it from being more extensively used. There are many plants being handled by the florists, in great quantities, without nearly the merits of the Crepe Myrtle, which neither have the constitution nor are as hardy.

Perhaps their blooming in the season of the Dahlia,

Canna, Gladiolia and other showy plants has had something to do with it; but being a shrub and extremely well adapted to pot culture it would seem as if a place could be found for it especially in city gardens or where it could be given tub culture with the idea of giving them protection during the winter in such manner as the *Hydrangea olaksa* and varieties.

It could readily be wintered under about the same conditions as the Bay tree, and tub Crepe Myrtles in flower would certainly be quite a sensation in northern cities. In the south too, even where the plants may be seen growing in the yards of the humblest homes there has been very little attempt to utilize it as it deserves.

As an ornamental hedge planted it would make a glorious show. The pruning of it would be so simple that practically anyone could do it, the crepe myrtle flowers on the young wood. Even the man with the shears who ruins so many of our spring flowering shrubs would not affect its blooming. Every vigorous shoot carries a fine truss of bloom. There is no reason why young plants should not be grown like the hybrid tea roses, cut down to the ground in spring the young shoots would flower by August.

The Crepe Myrtle, *Lagerstromeria indica*, usually grows to the height of ten to twelve feet, sometimes assuming the proportions of a small tree but there are now dwarf forms in red, pink and blue, that are much smaller than the type and would lend themselves very well to pot culture. Doubtless in time the Crepe Myrtle will come into its own but this will only be when the florists take hold of it and bring its real value to the attention of the flower loving public.

Lagerstroemia speciosa Floss-Reginae is a wonderfully beautiful kind, very distinctive from the above. In India where it is a native tree it attains the height of fifty to sixty feet. The past spring the writer secured a few plants from Teas Nursery Company, Houston, Texas, they arrived at the nursery about February, were carried in a cool greenhouse until May when they were planted out of doors, the plants were dormant and about 18 to 24 in. high. These were pruned back in much the same way you would prune a two year old hybrid tea rose, they made a growth of several stems each 15 to 18 in. long, each stem carrying a truss of bloom 9 to 10 in. long and weighting them to the ground. The exquisite shade of purple often seen in some of the orchids and large trusses excited the admiration of all who saw them.

This plant is certainly worthy of attention by Northern florists as a subject for pot culture. It looks as if it had wonderful possibilities as a tub or pot plant for either indoor or out door decoration where something very striking is wanted in the way of blooming plant at this time of the year.

Obituary

J. B. Hoag, of Hoag & Wilbur, Landscape Specialists and Nurserymen, Troy, New York, died on June 30th.

Mr. R. G. Wilbur will still carry on the business under the firm name of Hoag & Wilbur.

TO THE TRADE ONLY

We Grow and Sell a General Assortment of
Nursery Stock. Strong on

**Apple, Pear, Cherry, Plum and Prune
Fruit Tree Seedlings, Small Fruit Plants
and Portland Roses**

*Advance Price List Now Ready. If You Do Not
Have It, Write and It Will Be Mailed Promptly.*

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Princeton Products are Ornamental



Trees, Shrubs and Evergreens
of high grade
for the wholesale trade

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Princeton in New Jersey

September 1923

A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum
Cherry and Quince
Small Fruits
Ornamental Trees Shrubs
Evergreens
Paeonies Perennials
Roses

W. & T. SMITH COMPANY

Geneva, N. Y.

77 Years

1000 Acres

Write for special prices



NURSERY SPADES

EXTRA LONG STRAPS

and

**REINFORCED AT
BEND OF HANDLE**

also where

**STRAP IS WELDED
TO BLADE**

*Made in Either Square
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The National Nurseryman

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THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.
Hatboro, Pa.

EditorERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in
Nursery Stocks of all kinds. It circulates throughout the
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

SUBSCRIPTION RATES

One Year in Advance	\$1.50
Foreign Subscriptions, in advance	\$2.00
Six Months	\$1.00

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Payment in advance required for foreign advertisements. Drafts on New York or postal orders, instead of checks, are requested by the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nurserymen and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be addressed, Editor, Easton, Md., and should be mailed to arrive not later than the 25th of the month.

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Hatboro, Pa., September 1923

THE NURSERYMAN AND THE FLORIST To the general public the nurseryman and florist are about one and the same thing. The public wants flowers and they think of the florist. They want trees and they think of the nurseryman, but the two businesses merge into each other so that even the professions themselves would find it difficult to define the scope of each.

There is often a greater distinction between a retail florist and decorator and a florist grower than between a general florist and a general nurseryman.

The term general is used to indicate a florist or nurseryman who is not a specialist. There are many, many florists living in small towns and the suburbs of larger cities that are both florists and nurserymen and it would seem that mutual benefit could be drawn a little closer together. Their problems are often very similar; they are more or less affected by the same government rules and regulations in the transaction of their business, in fact outside of the fruit tree growing section of the nursery business they are almost one and the same thing.

The tendency of the times in nearly all lines of business seems to be towards specialization and economy of production and while in former times the small florist could readily grow a few hardy plants, trees, shrubs and evergreens for his local trade, it is much to his advantage under present conditions to let the man who makes a specialty of growing these items do it for him. The grower of such plants takes from one to eight years to turn his stock into cash while the retail florists should turn it over many times in that period.

It would seem that the first thing to do towards getting the allied businesses in closer touch would be to encourage a membership in each other's associations so that activities in these would naturally lead to a closer

association of ideas and perhaps eventually co-operation.

ADVERTISING Every word has association of ideas to the nurseryman. The word advertising usually associates itself with expense.

Nurserymen as a rule are pretty good advertisers, in fact, they have to be; their businesses are usually located in the country away from centers of population and it is natural for nurserymen to inform the public where he is, what he is growing and what he is able to do for them, through the various mediums of publicity.

He is a good advertiser when he has to pay for it, but a very poor one when he can get it for nothing. There is scarcely a nurseryman in the country worthy of note that could not write and give the public interesting information about the plants he is growing. The columns of the National Nurseryman are open to such matter, but from past experience the Editor has found that if Mr. Nurseryman has a wonderful stock of apple trees, the best he has ever grown, he never thinks of talking about them in the columns of his trade paper. Or if he has a failure with his stand of roses he is just as backward in letting the public know, seldom realizing that very likely that information tells someone that he grows roses, something they may not have known before.

Take the world into your confidence whenever it is possible and make them interested in you. It is good publicity and much of it can be done at the cost of a little effort.

CHAS. SIZEMORE ON THE JOB

Charles Sizemore, secretary and traffic manager of the American Association of Nurserymen has sent out a circular to the members of the association giving information relative to express and freight shipments of nursery stock. In it he states the weight limit on express packages is cancelled; formerly 300 lbs. was the limit for nursery stock shipments. Packages may now be sent weighing up to six or seven hundred pounds, but of course for convenience of handling the size of the package should be kept within reason.

He also gives valuable information relative to prepayment or guarantee of charges on nursery stock shipments, etc.

A ruling has been made by the Western Classification Committee that at certain times of the year evergreen trees were as dormant as any other nursery stock and could be shipped under the dormant classification. Thitherto there has been considerable confusion as to whether evergreens could be shipped in the class covering dormant trees.

All nurserymen in the country should belong to the national association which is constantly working for them and through its secretary be kept informed of its activities on their behalf.

F. C. Boyd, Forest Nursery Company, McMinnville, Tennessee, reports business has been exceptionally good the past season and the prospects are good for the fall as they have already booked some good orders with many more in sight.

HOOPES, BRO. & THOMAS CO. THE WEST CHESTER NURSERIES

West Chester, Pa.

Established 1853

Incorporated 1907

Apples, 2 yr. buds and 3 yr. grafts
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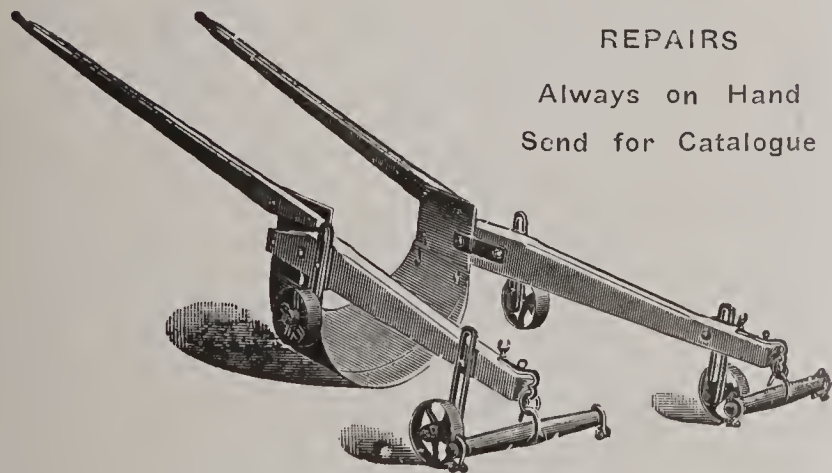
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TREE SEEDS

of highest quality and great variety
WE PLEASE THE TRADE

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REPORT OF M. C. EBEL, SECRETARY OF THE NATIONAL
ASSO. OF GARDENERS, PRESENTED TO ITS ANNUAL
CONVENTION AT THE AUGUST 15TH SESSION

The past year has been a very gratifying one for the association in which progress has been the keynote. Interest in the activities of the association has increased on the part of the gardener's local organizations throughout the land and greater enthusiasm has been manifested among the local branches than heretofore. The association was called on during the year to defend the integrity of the gardener and his profession, due to an indiscriminate act before one of the state legislatures. While the incident attracted some publicity, it did not, however, act to the detriment of the gardener or his profession, but on the contrary, it drew attention to what the association is striving to accomplish for the profession which it represents.

A loss of seven members through death was sustained during the year, and seventeen through resignation, due to gardeners turning to other vocations where inducements appear more enticing, than in their own profession. Ninety-eight active and associate members were enrolled, and nine sustaining members were also added to the association's membership.

LOCAL BRANCHES

Although the early efforts of the association to organize local branches did not meet with immediate success, the efforts put forth were not wasted as what has been accomplished this past year, shows. For a long while, Newport, R. I. was the only branch in existence. This branch was followed by the St. Louis, The Nassau Co., L. I., the Boston, and the Western Pennsylvania branches. This spring a branch was organized in Cleveland, which has since been followed by the North Shore of Illinois branch. At the present time, Jacksonville, Fla., is organizing a branch to be known as the Northern Florida branch. The members of these branches have found that at their meetings, opportunities are presented to those who are not always able to attend the conventions, to make recommendations to be submitted to the annual convention; that assistance is assured in planning and carrying out the annual conventions; and that lively and worthwhile discussions also occur on subjects pertinent to the gardening profession, which is not possible at meetings of gardeners' local organizations where matters of purely local interest occupy the major portion of the time. It is believed that before the end of the year, other branches will be announced. As the number of branches increases, greater co-operation will develop between these branches whereby the gardeners in the different territories will come into closer fraternity.

THE SERVICE DEPARTMENT

The Service Department did not have occasion to fill many important positions this year for the reason that few such positions were offered. There, however, appeared to be more than the usual number of minor positions, many of which did not call for trained gardeners. The high cost of labor created some positions for trained men, where heretofore only handy men were engaged. The experiences have been so satisfactory that employers report the difference in expenditure between engaging a trained gardener and a handy man, has been well worth while. Single men have been especially benefitted in this respect. However, the Service Department should not be looked upon as merely an employment bureau for its scope extends far beyond. Instances of estate owners visiting New York, some from distant points, coming to the secretary's office, to discuss the problems of their estates are not unusual and have often resulted in considerable benefit to their gardeners.

ON TRAINING YOUNG MEN

There has not been as much progress made in interesting young men in taking advantage of the co-operative course offered by the Massachusetts Agricultural College and the association as might be desired, due largely to the expense that must be incurred by the young men who are non-residents of the state of Massachusetts, and who must pay tuition fees, while free tuition is granted the residents of the state. The Massachusetts Agricultural College appears satisfied with the first year's results and is looking for an increased enrollment this fall. If other colleges would adopt a similar course, it would prove beneficial to young men of those

states who would be interested in taking up such a course. Mr. Robert Cameron, before sailing for Europe, wrote to the Secretary, urging him not to overlook bringing up this important subject at the convention. He stated that he is employing four college men who are proving more than satisfactory, and that he believes the future of the young gardeners can be solved if further attention is given to their educational opportunities. Another member has written the secretary that he thinks it is just as essential to educate young men along executive lines as to educate them on the growing of plants and otherwise instruct them horticulturally. He contends that estate owners are equally interested in properly kept records and accounts as they are in well raised plants. A young man who takes a horticultural course should develop enough intelligence to be able to keep his accounts straight on the average estate. In fact, the Massachusetts Agricultural College includes business methods and English in its course, which should be sufficient to broaden the scope of a young man's mind and enable him to adapt himself to many conditions which may arise in his life's work, and with which he may not have had previous experience.

ON PROFESSIONAL ETHICS

Much stress is placed from time to time on improving professional ethics and business methods from which the horticultural trade has not been excluded. The association directs attention that it was one of the first organizations, identified with horticulture, to go on record as in favor of improving professional ethics and business methods, not alone in the pursuit of horticulture but in all vocations. It passed a resolution to this effect at its annual convention held in Cleveland in 1919, and its stand remains unchanged. It may be added that the efforts of the gardening profession in recent years towards the advancement of its standard has been no less progressive than those of other professions, which can be readily confirmed by any interested investigator. Applying the Golden Rule in business, and out of it, individually and collectively, will prove the most effective remedy in curing all business ailments.

A WORD ON "RUMOR MONGERS"

The despicable practice, which is not a new one, of circulating false rumors, either through ignorance or with malicious intent, often resulting in severe hardship to the ones against whom they are directed, seems to be increasing rather than decreasing. The association during the past spring has been called on to suppress several rumors which on investigation were found to have no foundation. The rumors usually refer to a gardener's position, that he is leaving or is being discharged, and so the employer, after he has been flooded with applications for the position, believes that there must be some truth to the report that his gardener is leaving his employ, and forthwith dismisses him without even an opportunity for an explanation.

The secretary believes that the time has arrived when the association should decide on some policy to mete out merited punishment to "rumor mongers" who maliciously injure another, whether the guilty one be an active or associate member. The By-Laws already provide power and certainly dismissal is none to severe a penalty.

OUR DECEASED MEMBERS

Since the convention in Boston last year, the secretary's office has received notice of the passing of the following members. Sustaining, Frank J. Dupignac, Mamaroneck, N. Y.; Active, William Gray, Newport, R. I.; M. J. O'Brien, Mt. Kisco, N. Y.; Douglas Smith, Katonah, N. Y.; E. Stuart Smith, Spring Valley, N. Y.; Frank E. Ehrler, Pittsfield, Mass. Associate, John S. Hay, Philadelphia, Pa. It is possible that there are other deceased members, of whom the association has not been informed.

OUR SUSTAINING MEMBERS

There is no doubt that there are many owners of country estates who would willingly give their support to the association if invited to do so. If our active members would make an effort to interest their employers, our sustaining membership would materially increase. Estate owners who never before heard of the association are often directed to it by those who are numbered among our sustaining members.

INCREASING OUR ACTIVE MEMBERSHIP

The secretary is certain that many members would be sur-

THE SHENANDOAH NURSERIES

Established 1870 by D. S. Lake

SHENANDOAH, IOWA

For Fall 1923 we have our usual complete assortment but call your attention especially to the following:

APPLE, One & Two Year **Cherry, Two Year**
Good Variety List Very Fine

PEAR, Standard and Dwarf
One and Two Year

PLUM

Americana, Hansens, Japanese, and Compass

PEACH and APRICOT **GRAPE**
Leading Varieties Complete List

GOOSEBERRIES and CURRANTS
All popular sorts

Acres of Shade Trees, Forest Tree seedlings, Ornamentals and Roses

WE SPECIALIZE IN

Apple and Japan Pear Seedlings, Imported
Fruit Tree Stocks, Apple Grafts

Send Us Your Want List. Glad to Quote.

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Vice Pres.

R. S. LAKE
Sec. & Treas.

SHADE TREES

NORWAY MAPLES—1½ inches up to 3 inches.

SUGAR MAPLES—6 to 8 feet, up to 4 inches.

EUROPEAN SYCAMORES—Several fine blocks.

PIN OAK and RED OAK—8 to 10 feet and larger.

AMERICAN ELMS—1½ inches and larger.



EVERGREENS

RETINOSPORA—Pieifera Aurea, Plumosa, and Squarrosa, 4 to 7 feet.

NORWAY SPRUCE—Sizes up to 7 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of leading varieties of Fruit Trees, Shrubs, Roses, and Perennials.

THE COLE NURSERY CO.

Painesville, - - - Ohio.

A few of the good items which we will have to offer this Fall in earload lots or less. Select grades in all sizes. Most reasonable prices.

Deutzia, Pride of Rochester

Forsythia Fortunei

Forsythia Intermedia

Honeysuckle Morrowi

Lilac Vulgaris

Privet Amoor North

Privet California

Privet Ibota

Privet Ibota Ball Shaped, Balled and Burlapped

Privet Regel's (True from cuttings.)

Philadelphus Coronarius

Philadelphus Grandiflorus

Salix Discolor (True Giant Pussywillow)

Tamarix Amurensis

Tritoma Pfizeri

Biota Orientalis (1½ to 2½ feet)

Perennial Phlox

Rock's Flower Gardens

INDEPENDENCE, MO.



PRIVET—Ibota Ball Shaped. Trimmed into ball shaped plants resembling the Ball-Shaped Box-wood. Excellent for vases, urns, or specimens on the lawn. Perfectly hardy.

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prised to learn of the number of gardeners, who appear never to have heard of the association, notwithstanding the publicity it has received during the past years, and how readily they become interested when approached on the subject. If each member would undertake to enroll but one new member, it would mean much towards strengthening the influence of the association in its field of endeavor.

M. C. EBEL, Secretary.

ADDRESS OF PRESIDENT JOHN BARNET, THE NATIONAL
ASSO. OF GARDENERS, DELIVERED AT ITS CON-
VENTION IN PITTSBURGH, AUGUST 14TH

Fellow Members, Ladies and Gentlemen:

It is indeed a great pleasure for me to welcome you on behalf of the National Association of Gardeners to the "Smoky City." Again we meet in convention to review what has been accomplished during the past year and to make plans for the year to come.

Many more members, I am sure, would be with us were it at all possible for them to get away. Assistant gardeners are almost unprocurable and day labor is beyond reach for our work, because business is such that wages are being paid far beyond what many owners of private estates are prepared to pay.

Let us hope that 1924 will be better. I believe that we ought to be optimistic, especially since we now have visions of the young men entering the profession through the training offered by some state colleges. These young men will be able to relieve gardeners and superintendents for short periods at least while they are preparing to fill our places eventually. The talk of low salaries being offered is fast diminishing and rightly so, thanks to the efforts of the National Association of Gardeners. I think that the time is not far distant when gardeners' salaries will compare favorably with any of the other professions. What is needed is publicity of some kind that will set forth the advantages to be obtained by being employed in such healthful occupation, the satisfaction of achieving something through contact with Nature; and the compensations received which cannot be measured in dollars and cents.

Honesty and fearlessness for the right will always be rewarded, and while there are employers who are not above being suspicious, it is to be regretted in many cases that they have been made that way by many of the so-called gardeners, whom, I am pleased to say, the National Association of Gardeners has and will continue to bring to light as time goes on.

It has been my good fortune to hold office during the inauguration of the course of the Massachusetts Agricultural College in co-operation with the national association. While the number of students was not all that was hoped for, the coming term holds forth greater promise. It might be of interest at this time to announce that the Pennsylvania State College has acquired by the will of a wealthy resident of the state a fine estate, comprising some two hundred acres, which will be at the disposal of the faculty for horticultural training. They are willing, I understand, to co-operate with the National Association of Gardeners along the lines of the Massachusetts Agricultural College. When this subject comes up for discussion at our business session, I hope you will give it your earnest consideration and that a workable solution may be derived.

An unfortunate incident occurred during the present administration when the integrity of the gardener and his profession was attacked, but the association ably defended the cause for which it stands (thanks to our worthy secretary), which created a closer fellowship between the local gardeners' organizations and the national association, for practically all local organizations East of the Mississippi and some west of it passed resolutions endorsing the action of the national body. Let us at all times be ready to guard zealously the interest of our association and what it represents, whether it be the individual's, association's or the press, strike out for the right without hesitation. I might call attention at this point to the fact that while the officers of the association are ready and willing at all times to do their full share, without the co-operation of the members at large, they are handicapped in their efforts to advance the cause of the profes-

sion, and that this lack of co-operation is not always due to an unwillingness on the part of the members to do their part, but rather to the inclination to "pass it along to Sweeney."

The secretary's report will show that while we have lost some members during the year, the new members acquired will offset the loss, and the membership has therefore not diminished. It is to be regretted, however, that more members have not induced their employers to become sustaining members. The events at New York, Boston and Pittsburgh clearly illustrate how much interest estate owners have in the gardeners' national association. To those who contemplate doing so, I suggest that they emphasize the point that our association is by no means a labor union in any sense of the word, but a means to an end whereby gardeners of the proper training can secure better positions and employers obtain the services of better gardeners.

I am pleased to draw your attention to the interest being manifested in the local branches. It is not so long since we had only one; last year we had five and before the end of this year that number will be doubled. There is no doubt in my mind that if we are to advance for good, it has to come through the local branches. We may have to amend our Constitution and By-Laws, but that surely is permissible in an association such as ours.

When we met in Boston last year, outside of the important business to be transacted, it was to be expected that we should see some of the finest and oldest places in the country. But in Pittsburgh, otherwise known as the "Workshop of the World," we cannot begin to boast of things horticulturally though what you will see and judge for yourselves referring to the "Workshop of the World." I may be pardoned for repeating for I am sure it will be of interest to many from a distance, some of whom may look with scorn upon the smoke, but let it be clearly understood, that when we have no smoke, we have no business.

Pittsburgh leads the world in the manufacture of iron, steel, glass, electric machinery, tin plates, air-brakes, fire bricks, white leads, cork and aluminum, pickles and preserves. Pittsburgh products have an annual tonnage two and a half times greater than New York, London and Hamburg combined. The value of Pittsburgh's manufactures is two and a half billion dollars a year, which exceeds that of each of forty states. Pittsburgh is the center of a county whose assessed valuation is greater than that of each of thirty-six states in the Union.

Pittsburgh has labor pay-rolls of two and a half million dollars a day. Pittsburgh's banking surplus is one hundred million dollars and is exceeded only by New York and Philadelphia. Deposits per capita are the greatest in the United States. Sewickley, where you will visit some of our estates, is Pittsburgh's leading suburb.

I should like to say a few words in closing with a view to expressing my appreciation of the co-operation and hard work of our local committees. They have met with obstacles and disappointments but have nevertheless worked out what I consider will prove to be a very interesting, instructive, and amusing convention, and while I am delighted to have the honor of welcoming you today, the credit for your enjoyment belongs to the men on the committees.

KEEPING MILDEW OFF ROSES WHILE IN STORAGE

H. H. Faber, of The Pontiac Nursery Company, Pontiac, Michigan, writes knowing that a good many nurserymen are having trouble keeping mildew off the roses in winter storage. The following information might be of value to some of them:

"The last three years I have sprayed the roses with Bordeaux Mixture as soon as they are heeled in. The tops must be covered entirely with the mixture and also all the smaller branches. I am using 8 oz. of Bordeaux to one gallon of water. Ever since we used this we have had no trouble with mildew and our roses come out in the spring just as healthy as we put them in in the fall."

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I am now booking orders for: TREE and SHRUB SEEDS, PEACH PITS, MAZZARD AND MAHALEB CHERRY, MYROBOLAN PLUM, FRENCH CRAB APPLE, FRENCH, JAPAN, CHINESE AND KIEFFER PEAR SEED.

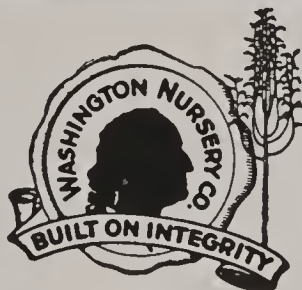
All seeds of new crop and best quality. Send me your list of wants and I will quote you by return mail.

THOMAS J. LANE

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DRESHER, PA., U. S. A.

Clean volcanic ash soil on Yakima Indian Reservation, and moisture under control enables us to build good trees.



We've been growing and delivering dependable nursery stock since 1903.

Thoroughly Matured Seedlings

Washington Nursery Co.

TOPPENISH, WASHINGTON
(IN THE FAMOUS YAKIMA VALLEY) Box P 1

Plants that Please Established 1906 Seeds that Yield
V. R. ALLEN, SEAFORD, DEL.

ASPARAGUS
ROOTS SEED
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STANDARD EVERBEARING
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TOMATO
PLANTS SEED
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Contract Now

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RICE BROTHERS CO.

Geneva, N. Y.

A		Fruit trees
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Write for prices.

EVERYTHING IN SEEDS, BULBS AND PLANTS AND ROOTED CUTTINGS

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HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens, including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitaes, Cedrus, Taxus, Boitas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

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Well Rooted, Vigorous Plants

PEACHES in Assortment

Apple Buds and Grafts

Barberry Thun.

A Good Supply of
Hydrangeas, Deutzia, Spirea, Snow Berry,
Evergreens and Shade Trees

Prices Right

THE WESTMINSTER NURSERY
Westminster, Md.

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or if you wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties growing in our experimental grounds that are not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out.

THE GARDNER NURSERY CO., Drawer 103, Osage, Iowa.

Retinosporus Pisifera, Squarosa Veitchii Per 100 and per 1000
AUDUBON Nursery, H. Verzaal, Prop., P. O. Box 275, Wilmington, N. C.

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BUREAUCRACY BORN IN GERMANY

Extracts From Monthly Letter of The American Exchange National Bank, of New York, August 1.

Taken By Mr. J. C. Vaughan, the Dean of the Nursery Trade, Who Thinks They Are Especially Applicable to Our Business

The principle of regulation has attracted a large following of aspirants for the role of regulators, who, having adopted the profession, are loath to give it up. Those who follow this profession and who constantly strive for the development of regulation are becoming known to us as bureaucrats. The profession was born in Germany and is an outgrowth of the politico-economic development that was peculiar to that country before the war. Bureaucracy has won a foothold in other European countries, England excepted. Regardless of what may be thought of German pre-war political and industrial tendencies, it is certainly safe to say that in this country they could not be considered as anything but wholly foreign. Nevertheless, some of our economists and political theorists were greatly influenced by German economic thought at one time, and it is easy to trace the source of the entire theory and practice of regulation as it is known to us. The conflict between these imported theories and our own never occurred to those who espouse them. Our instinctive alarm at every manifestation of regulation and control shows that, so far as we in this country are concerned, these things are "opposed to nature." We have developed along different lines from those followed in Germany; we inherited and have always cherished the ideal of individual freedom.

In order to escape governmental regulation, industry and business apparently must prove that they are capable of self-regulation. Fraudulent use of the business machinery by the pirates who prey upon honest traders does not arouse sympathy for the victims; on the contrary, such practices are often accepted as proof that the entire business organization is dishonest and not to be trusted. This view of American business is **ASSIDUOUSLY CULTIVATED IN THE PUBLIC MIND BY THE ADVOCATES OF REGULATION**. They do not contend that regulation will accelerate progress—they merely say that in their private capacities business men cannot be trusted to deal in accordance with a good conscience if self-interest points a contrary course. This, of course, is simply calumny—the abiding place of honesty is not fixed by trades and professions (who would regulate crooked bureaucrats—Ed.) nor is it true that success in business is won by sharp practices. The idea that business is conducted in accordance with the rules which governed fictional horse trades in the days of David Harum was never wholly true, and is less so now than ever. Those who masquerade as honest business men for the purpose of cloaking criminal operations are gradually being unmasked, and it is perhaps not too much to hope that public opinion will some day be able to make the proper distinctions between honest and fraudulent business. The task of eliminating the confidence men and other crooks, who prey on business itself more than on the public, belongs to the business men of the country, and they are not shirking it. Most of the

exposures which have recently come to light have resulted from the activeness of business organizations which have assumed the task of eliminating the commercial crook. These efforts on the part of responsible business towards reforms have not received the recognition to which they are entitled. Those who are interested in the destruction of the existing order, or who seek political preferment by claiming credit for the work of others, have attempted to tar all business with the same stick. Prejudices have been cultivated in the interest of pet panaceas, and wild plans for the regulation of everything and everybody. These tactics are more likely to hinder than they are likely to help the reforms that are being undertaken. No rules and regulations can be made crook-proof, although rules and regulations directed at crooks may easily hamper legitimate business. The only regulation that will get results is self-regulation. Exposure of the tactics employed by the crooks enable the public and honest business to guard against imposition.

Increasing costs of government, largely as a result of the growth of bureaucracy, present another cause for concern in connection with the development of the idea of regulation. Ex-Senator Beveridge declares that we now have one governmental employee, counting city, state and national employees, for every twenty inhabitants. That would mean, among other things, that about 5 per cent of the inhabitants of the country in the employ of the various arms of government are in control of the spending of 16 per cent. of the gross income of the nation.

The machinery of regulation is wholly parasitical, regulation for the most part being nothing more than super-management imposed upon industry, which, under our concept of government, is assumed to be capable of self-management.

PROHIBITION ON IMPORTS OF FRUITS AND VEGETABLES

The Federal Horticultural Board has placed a quarantine on all fruits and vegetables from foreign countries into the United States to go into effect on and after November 1st, 1923.

This measure is taken to prevent the introduction of injurious fruit and melon flies.

While this action may work a hardship to some lines of business, it is consistent and in harmony with those quarantines relating to plants.

Bountiful Ridge Farm and Nurseries has been started on the Maryland Peninsula at Princess Anne, Maryland. The business is owned by Mrs. E. L. Kemp and under the management of her two sons, Edgar H. Kemp and Homer S. Kemp, with an expert propagator.

The aim of this concern is to establish a national reputation for growing and marketing trees, vines and plants absolutely true to name. It has already a fine lot of two year apple trees of leading varieties, also a splendid lot of one year old apples. These trees have been propagated from bearing orchard trees of known genuineness. Although starting in the business in the spring of 1922 the stock of 100,000 trees are growing on the nurseries of which 30,000 are now ready for market.

BERBERRY THUNBERGII SEEDLINGS

(Largest Growers in the World of)

QUALITY STOCK AT QUALITY PRICES

Ampelopsis Veitchii Seedlings Ampelopsis Englemannii Seedlings
Ibota Privet Seedlings

GENERAL LINE OF FRUIT AND ORNAMENTALS

Let Us Quote on Your Wants

C. E. WILSON & COMPANY
MANCHESTER : : : : : CONN.



T. S. HUBBARD CO., Fredonia, N. Y.

Growers of Grape Vines and Small Fruit Plants
 For Garden and Vineyard Planting

Established 1866

Send for Catalogue

COMMERCIAL NURSERY CO.

GROWERS OF HIGH-GRADE NURSERY STOCK

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

Decherd, Tennessee

FRUIT TREES—Pear, Plum, Peach, Apple and Cherry.

SMALL FRUIT—Raspberry, Blackberry and Currants.

FINE LOT OF GRAPES—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.

SILVER MAPLE—Sizes 1 to 4 in.

NORWAY MAPLE—Sizes 1½ to 4 in.

CUT LEAF BIRCH, EUROPEAN SYCAMORE

Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

H. J. CHAMPION & SON

PERRY, OHIO

DO NOT FORGET!!!

RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

THOMAS B. MEEHAN CO., Dresher, Penna.

When writing to Advertisers please mention the National Nurseryman.

CHERRY

TWO YEAR

ONE YEAR

We are now booking orders for Fall 1923 and Spring 1924. Please let us have your list of wants.

W. C. REED & SON

VINCENNES : : INDIANA

BECOME A LANDSCAPE ARCHITECT

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.

American Landscape School, 54-G, Newark, New York

Established 1866

NAPERVILLE NURSERIES

— Growers of —

Trees, Evergreens, Shrubs, Perennials, etc.

Lining Out Stock

NAPERVILLE, ILL.

TELEPHONE, NAPERVILLE No. 1.

STORE WINDOWS

In the Horticultural Trade Journal (British) a correspondent has considerable to say about window dressing, especially calling attention of the British Florists to the advantages they lose in not paying greater attention to having attractive store windows.

We hardly think this charge applies to the American florist as the American florist trade has been fully alive to the value of attractive window dressing. For many years the decorations in some of the florists' store windows have been works of art and excite much admiration and are doubtless productive of trade.

An attractive display of goods is recognized as a necessity in retail merchandising, the same rule holds good with the nurseryman, although it is only possible for him to display but few of his goods in the same way as other lines of merchandise. Just because nurserymen can not do so is not a good reason why he should overlook the value and other means should be found in which to show off his goods to the best advantage and create a desire in the public to possess them.

Flower shows are one of the opportunities that are not utilized by the nurserymen quite as much as they should be, but these only come at intervals and often do not display the goods to the people the nurseryman would like to interest. Vacant city lots or positions where traffic is great, of course are the most likely places and especially if the surroundings are of a nature to make a striking contrast.

It is only in spots that our towns and cities are beautiful, but far the larger area is commonplace, monotonous, if not ill kept and ugly. It is such places as these that lend themselves to what the nurseryman is trying to overcome. A suitably arranged planting in such positions would be a store window that would attract a great deal of attention.

TAXING BILLBOARDS

The following is an advertisement appearing in the Greensboro, N. C. papers. Paul Lindley suggests that "If we could tax billboards it would be a great aid in our Market Development work."

BILLBOARDS

This being the silly season, governors, senators, and lesser fry have been talking about art, audits, bathing beaches, also five per cent beer.

From this babel of voices comes an idea from Senator Curtis, of Kansas, who says he will introduce a bill in Congress that will call for the taxation of all billboards. More power to the Kansas senator, and a hint to our own state officials. Such a law would pay for the beautifying of all our main highways, besides enabling the traveling public to get some compensation for having its view of green fields and landscape effects obscured by pictures of impossible people, and terrifying animals.

Will someone in North Carolina who reads this "go to it." All our state nurserymen and florists will give you our cooperation in planning and planting with the idea of blotting out the bill boards with beauty.

Landscape Department
J. VAN LINDLEY NURSERY CO.
Pomona, N. C.

QUESTIONS AND ANSWERS

Aug. 18, 1923.

National Nurseryman,
Hatboro, Pa.

Gentlemen:

I am forwarding, under separate cover, a few blue spruce transplants that have been cut by a large white grub.

It is quite a heavy loss to me and I would greatly appreciate your informing me of any possible way of combating it.

How about a weak solution of carbolic acid being poured on the soil? If so how weak.

Very truly,

A. D. L.

Aug. 25, 1923.

Dear Sir,

Your letter of August 18th and also package containing the Blue Spruce transplants, that have been cut off by the large white grub, were duly received.

We are not sure of the identity of this pest as there are a great number of different varieties of cut worms and we assume these grubs to belong to this group. If you have not a very large area covered with the seedlings it perhaps will be as well to carefully go over the ground with a sharp stick or nail. The cut worms are usually very close to the surface and one can tell where they are to be found by the slight disturbance of the soil and may be uncovered and destroyed.

It is also a good plan to lay down small boards, which form attractive hiding places for the worms during the day. Probably the most practical, cheap and convenient method of cut worm control is the use of poison baits. The following formula will be found effective:

Bran 20 lb., Paris Green 1 lb., molasses 2 qts., oranges or lemons (3 fruits), water about 3½ gallons. The dry bran and paris green are thoroughly mixed in a tub or similar receptacle, the juices of the oranges or lemons is squeezed into the water, the remaining pulp and peel are chopped in bits and added to the water, the molasses is dissolved in the water and the bran and poison put with it. The mixture being constantly stirred so as to dampen the mash thoroughly, only enough water should be used to moisten the mash, but not enough to make it sloppy. The material should be scattered broadcast evenly over the infested area, at night fall. The above quantity of bait would be sufficient for three acres. You can figure the quantity that you would require for your ground that is infested.

We are rather afraid that a solution of carbolic acid poured on the ground would not be satisfactory as the strength necessary to kill the grubs would likely kill the plants.

Very truly yours,

TO WITHHOLD SHIPMENT PERMITS FROM MOTH-INFESTED NURSERIES

Nurseries in New England found to be appreciably infested with gipsy or brown-tail moths will be refused permission to ship their products outside the State, under an amendment to quarantine regulations announced by the Federal Horticultural Board, United States Department of Agriculture, and effective immediately. This action will be taken by the Federal authorities either upon the report of a State inspector or whenever a Federal inspector finds shipments from the nursery to be heavily infested.

Certification of interstate shipments from an infested nursery will be refused until after the close of the next gipsy moth egg-laying season or until the nursery has been inspected and certified by the State to be apparently clean. All charges for storage, cartage, and labor incident to inspection or disinfection other than the services of the inspectors shall be paid by the shipper.

The board's action was taken following a conference recently held in Boston attended by Federal and State officials engaged in the quarantine work against the gipsy moth and the brown-tail moth, and by several New England nurserymen.

FAIRBURY NURSERIES

FAIRBURY - NEBRASKA

SURPLUS STOCK

Send Us a List of Your Wants for Prices

TWO-YEAR APPLE, 5-8 to 11-16 and 11-16 and up.

EA. RICHMOND CHERRY, one year, 4 feet and up,
1-2 to 5-8 and 5-8 to 11-16 in.

RUS. MULBERRY, CATALPA, OSAGE, BLACK
WALNUT and APPLE SEEDLINGS.

CURRENTS, 2 year. Hall's and Scarlet Honeysuckle.

AMOR NORTH PRIVET and BARBERRY
THUNBERGII, Transplanted.

SUPERB, PROGRESSIVE & CHAMPION EVER-
BEARING STRAWBERRIES.

FALL 1923

SPRING 1924

FOREST TREE SEEDLINGS

Also lining out stock of

Betula Nigra, Catalpa Speciosa, Cornus Florida, Elm,
Poplar, Locust, Walnut, Etc.

SHRUBS

Altheas, Barberry Thunbergii, Dentzias, Loniceras California
Privet, Amoor River North Privet, Amoor River South Privet,
Spirea Van Houttii.

Write for our trade list

FOREST NURSERY COMPANY

BOYD BROTHERS

McMINNVILLE, TENN.

WE OFFER FOR FALL DELIVERY

Juniperus Virginiana (for grafting)
Rhododendron Maximum 6-10"
Clematis Paniculata (heavy field grown)
Seedlings of Aristolochia Sipho, Cornus, etc.
Send us your inquiries for Shrubs in varieties and
other Nursery stock.

DeBAUN & CO.,

WYCKOFF, N. J.

NURSERY CATALOGS

Kept in Stock for Immediate Delivery. Samples Free.
Let us Print your catalog. We have all the Engravings.

CAMPBELL PRINTING COMPANY

Horticultural Advertising

917 Walnut Street

Des Moines, Iowa

Apple and Peach trees, one and two year old. All the best
varieties. California Privet, June Budded Peach trees, Roses,
Shrubs. Send us your want list.

SOUTHERN NURSERY COMPANY

Winchester, Tenn.

We Offer June Budded and One-year Peach, One-year Apple,
California and Amoor River Privet, Strawberry
Plants. Let Us Have Your Want List.

CHATTANOOGA NURSERIES, CHATTANOOGA, TENN.

P. S. We also have 100 bushels this season's Natural Peach
Seed. Very fine for \$4.50 per bu.

LANDSCAPE PHOTOGRAPHS

Our Landscape Views and Folders of shrub flowers give
big satisfaction. Many firms are using them.

Write for Free Circular

B. F. CONIGISKY

227 N. Adams St., Peoria, Ill.

PEACH PITS

1923 Crop, 7-8 M to Bu.

MANAGEMENT 25 YEARS' EXPERIENCE

The Howard - Hickory Company

Hickory : : : : N. C.

TO EXCHANGE

We have a surplus of two year Jonathan, Deli-
cious, Wealthy and Yellow Transparent apple. Very
fine which we will offer in exchange for the follow-
ing two year stock:

Baldwin, Spy, Grimes, Hubbardson, R. I. Green-
ing, McIntosh, Chenango, Stark, Wagner, Fa-
mense and Sweet Bough.

We are in the market for peaches and one year
plums.

W. S. HALLMAN CO.

Coloma

Michigan

10,000 SPECIMEN EVERGREEN TREES 10,000

Platte River Cedars in 4 to 10 foot grades.

Biota Orientalis in 3 to 6 foot grades.

Scotch Pines in 4 to 6 foot grades.

Austrian Pines in 3 to 4 foot grades.

Every Tree a Specimen Tree

Also Several Thousand Berberis Thunbergi in
18-24" Grade



Kansas Evergreen Nurseries

Manhattan - Kansas

When writing to Advertisers please mention the National Nurseryman.

THE AMERICAN CHILD HEALTH ASSOCIATION, 370
SEVENTH AVENUE, NEW YORK CITY

Should Add Fruit Growing to the Experiment

Fargo, North Dakota, has been experiencing a boom in the seed trade for garden vegetables, according to reports to the American Child Health Association. And the result is that probably more vegetables have been grown this season in that city than ever before.

The reason for the boom is that the city is trying a huge experiment in finding out just what progress can be made in child health conservation by any community which goes at the task in a systematic manner. The demonstration, as the experiment is called, which is the first of three in the Commonwealth Fund Child Health Demonstration program, revealed at the outset that this big grain-producing country was allowing undernourishment of children through lack of vegetables. So Dr. William J. French, director of the demonstration, and Miss Cara L. Harris, expert in nutrition, began a campaign among the Fargo folks for the planting of more vegetables. Now Miss Harris is busy with the extra work of showing Fargo housewives the best method of preserving these health foods.

WASHINGTON ELM DEAD

The Washington elm at Cambridge, Mass., is dead. The official demise of the famed tree beneath which Washington took command of the Continental Army was announced by Dr. C. S. Sargent, director of the Arnold Arboretum, of Harvard University, in a letter to Mayor Edward W. Quinn, of Cambridge.

Mayor Quinn is eager to raise a fund from the school children of the country for a shaft to mark the historic spot when the tree has disappeared.

CHAMBER OF COMMERCE OF THE UNITED STATES
PRESS SERVICE

Julius H. Barnes, president of the Chamber of Commerce of the United States, in an address before the National Association of Insurance Agents, cited ten production records that have been established in industry during the last few months. They are:

- The largest pig iron production;
- The largest cotton consumption;
- The largest steel ingot production;
- The largest crude oil production;
- The largest automobile and truck production;
- The largest residential construction;
- The largest production of locomotives;
- The largest volume of mail-order sales;
- The largest volume of retail sales;
- The largest volume of railroad car loadings.

Mr. Barnes also made several significant comparisons of changes that have taken place in the United States since the pre-war year of 1913. The more important of these comparisons are:

"The population of the United States has increased fourteen millions of people, with their enlarged requirements.

"The annual national income has increased from thirty-four billion, to fifty billion.

"The aggregate savings deposits have increased from six billion to fourteen billion dollars.

"The deposits in national banks have increased from six billion to seventeen billion dollars."

SAORSTAT EIREANN

The above name perhaps will seem strange to many, but will be recognized by Irishmen as the name of their country—The Irish Free State.

A notice has been received from the Federal Horticultural Board of the United States Department of Agriculture relative to importation of plants from other countries into the Irish Free State.

The order requires that each consignment shall be accompanied by two copies of a certificate issued after inspection, and not more than 14 days prior to the date of shipment, by a duly authorized official of the country whence the plants are exported. The form of certificate is prescribed in the order. The original must be forwarded by post to the department by the exporter before the plants are despatched. The plants must be certified to be healthy and free from any of the diseases and pests named in the order. Moreover, plants will not be deemed to be healthy which are attacked by any insect or pest mentioned in the Sale of Diseased Plants (Ireland) Order 1922. In the case of consignments imported through the post a copy of the certificate must be affixed to each package.

CHAMBER OF COMMERCE OF THE UNITED STATES

The Chamber of Commerce of the United States has created a Bureau of Agriculture. This bureau has been set up by the National Chamber to function upon agricultural problems, as agricultural lines of interest cross or touch those of business in general.

The new bureau will have as its manager, William Harper Dean, of Washington, formerly with the United States Department of Agriculture. In keeping with the general policy of the Chamber of Commerce of the United States this new bureau will make no effort to formulate on its own initiative any plans to offer for adoption by either agricultural or other industries but rather to serve as an investigator of their problems and to offer the results of these studies for such action as that may seem to warrant.

It is more than likely that some of the problems in connection with the nursery industry will be worth while putting before Mr. Dean. There are problems such as uniform inspection laws and others of national character for which the National Chamber of Commerce might give invaluable aid.

A POOR GROWING SEASON IN THE EAST

The growing season in some parts of the country at least, has been anything but a good one.

The nursery centers along the Atlantic seaboard have suffered very much on account of the drouth. The spring plantings have had very little rain on them, with a resulting high death rate and poor growth of those that did survive.

The late growing plants of course have lots of time yet to make up and the welcome rains of the last few days have made things look much more cheerful.

YELLOW PINE AND CYPRESS LUMBER FOR NURSERY CRATING OUR SPECIALTY

Saw Mills

We can furnish you crating lumber cut to size. We manufacture our own lumber and will contract to furnish your year's requirements.
Write us for prices. Will be pleased to figure with you.

AT
Konnarock, Va.
And
Bowie, N. C.

FOREST LUMBER COMPANY

Manufacturers of Lumber

Office, 828 Fulton Building

PITTSBURGH, PA.

PEACH SEED

Plant Tennessee Natural Peach Seed,
1922 Crop

WILL BE GLAD TO QUOTE PRICES

SOUTHERN NURSERY CO.
Winchester, Tenn.

TO THE TRADE

We offer you Apple trees one and two year old for fall of 1923 and spring 1924. We need some of your money and you need some of our fine true to name exceptionally well grown 1 and 2 year old apple, all of the leading varieties. Let us have an opportunity to quote you exceptionally attractive prices, write us giving list of your wants. No scale and no disease as these trees are grown on land never treed before. Your business will be highly appreciated and well cared for and every tree guaranteed true to name.

The Bountiful Ridge Farm & Nurseries
PRINCESS ANNE, MD.

SPHAGNUM MOSS

FOR NURSERY USE

FRESH, HIGH-GRADE STOCK

WRITE TO

A. J. AMUNDSON CO., City Point, Wis.

NORWAY SPRUCES WANTED

We wish to engage, for delivery next April, these Norway spruces: 20 M. transplants, averaging about 10" or 11"; 14 M. transplants or double transplants, averaging about 14" or 15". Please quote your prices, describing stock fully.

EVERGREENS COMPANY HAVERFORD, PA.

COLORED LITHOGRAPHS PLATES PHOTOGRAPHS or HAND PAINTS

Plate-Books, Circulars, Catalogues

And Printed Forms



Rochester Lithographing Co.,
ROCHESTER, N. Y.

Color Prints from Photos of Horticultural Subjects

will sell your Nursery stock. We specialize in plate books, folios, maps. Write for catalogue.

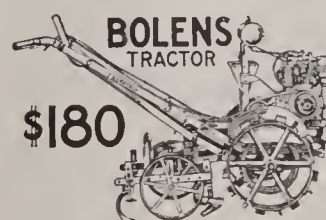
PROCESS COLOR PRINTING CO. (formerly CHRISTY Inc.)
700 Searle Bldg., Rochester, N. Y.

Roses, Fruit Trees, Wildings of Roses, Fruit Tree Stocks, Forest and Hedge Plants of every kind, Forest Seeds, Rootstocks of Canvallaria, etc., offer in first class quality.

J. H. LUDEMANN, Baumschulen
HALSTENBEK NR. HAMBURG (GERMANY)

Exportation to America from my Branch Establishment in Holland, or from Halstenbek. Prices may be calculated F. O. B. Hamburg. Apply to above as to prices and quantities.

DOES FOUR MEN'S WORK



\$180

Send for particulars

at garden cultivating. Clears plants 14 in. high. Has a tool control and will do accurate work in crooked rows. Differential makes turning easy. All attachments are instantly interchangeable. One, two or three row seeding or cultivating. Also a Power Lawn Mower.

GILSON MANUFACTURING CO.
225 Park St., Port Washington, Wis.

LABELS FOR NURSEYMEN THE BENJAMIN CHASE CO. DERRY N. H.

PLUM STOCKS SUBJECT OF STATION BULLETIN

A Guide for Nurserymen and Fruit Growers—Myrobalan Stock Found Best

How different root stocks affect the growth and yield of the common varieties of plums forms the subject of a bulletin entitled *Stocks for Plums* just issued by the New York Agricultural Experiment Station at Geneva under the authorship of Dr. U. P. Hedrick, Station Horticulturist. Experiments were begun on the Station grounds in 1912 in which six different stocks were tested out with fifteen varieties of plums commonly grown in New York. The effects of the stocks on the growth of the different varieties for ten seasons and on the yield for six seasons have been noted and the conclusion reached that the present tendency among New York nurserymen and fruit growers to use Myrobalan stock for plums is fully justified by the results secured in the Station experiments.

"Cultivated fruit trees are unions of 'stock' and 'cion' and these react on each other for better or worse," says the author. "The fruit grower as well as the nurseryman has much at stake in the stocks upon which his trees are grown. The Station experiments show that of the stocks now in general use in New York, as regards vigor and productiveness of the resulting tree, Myrobalan is best for Bradshaw, Grand Duke, Italian Prune, Lombard, Reine Claude, Shropshire, and Drap d'Or. Abundance and Burbank grow about equally well on Myrobalan and on peach stock. Wild Goose, Pottawattamie, Forest Garden, and Wayland, native plums, will probably do best on Marianna stock, altho they make very satisfactory trees on Myrobalan also. DeSoto does best on roots of its own species. Fortunately, Myrobalan is now the commonest stock used in the nurseries and orchards of New York."

The bulletin is now available for distribution and may be had free of charge by anyone interested in the subject upon application to the Station at Geneva.

LISTS NEW FRUITS FOR NEW YORK

Station Bulletin Describes Merits of New Tree and Bush Fruits—Stocks Limited

Under the title of *New or Noteworthy Fruits*, Dr. U. P. Hedrick, Horticulturist at the New York Agricultural Experiment Station at Geneva, has just issued a new bulletin describing some of the more promising new varieties of fruits tested out on the Station grounds. Four new varieties of apples, one new variety each of pear, peach, cherry, and nectarine, seven new kinds of grapes, three new raspberries, and three new strawberries are described in the bulletin. Several of the new fruits are illustrated, some in colors. The bulletin is now available for free distribution to those who will address a request for it to the Station at Geneva.

"This Station makes an effort to test every new fruit offered by American nurserymen which seems suited to the soil and climate of New York," says Dr. Hedrick. "The Station is also attempting to breed new varieties of all hardy fruits, and, from time to time, these new fruits are described in special bulletins, such as the one referred to above."

"It must be said at once, however, to prevent futile inquiry, that plants, cuttings, or cions of these new fruits cannot be obtained from the Station. All varieties originating on the Station grounds are distributed at about the cost of production by the New York State Fruit Testing Cooperative Association, Inc., the Secretary of which can be reached by addressing communications to the Association in the care of the Experiment Station. However, the stock of most of these new fruits is quite limited. In the case of fruits which have been developed elsewhere and found suited to New York conditions in the Station tests, stock should be purchased direct from the originator whenever possible."

George A. Marshall, Arlington, Nebraska, is spending a few weeks at Mercer, Wisconsin, but very busy, as usual, but at a job that he likes better than nursery work, *it's fishing*.

POISON IVY

According to the Public Ledger, Philadelphia, Dr. Albert Strickler, of 327 South 16th street, a dermatologist of the Samaritan Hospital, has discovered a new method of treating ivy poisoning so effective that 95% of the cases treated are cured within forty-eight hours.

He has outlined his treatment in the *Journal of the American Medical Association*, after three years of experimentation.

Dr. Strickler said a solution of glucosidal was injected into the muscle tissue of the patient. Some cases showed improvement within ten hours after the first injection. Considerable work has been done in immunizing those who are susceptible to ivy poison. The number of injections required varied from three to five, depending upon the severity of the attack and the response of the patient.



SURPLUS FOR FALL OR SPRING

5000 Soft Maple 3-4 and 4-5' seedlings
2000 Soft Maple 6-8' and up transplants
2000 Ash 5-6' and up transplants
10,000 Ash seedlings 2-3'
3000 Box Elders 2-3', 3000 Norway poplars 5-6', 2 yr.
Dahlias, Gladiolus, all colors, prices right.

Send us your want list on above items.

SWEDBERG NURSERY BATTLE LAKE, MINN.

FOR FALL SHIPMENT

Cumberland, Kansas, Plum Farmer, Black Raspberry Plants.

Champion and Progressive Everbearing Strawberries, Dunlap, Gibson, Aroma, Cooper, Collins, Crompton, Late, Bubach, etc. One and two year Concord grapes. Big supply Ornamentals cheap. List free.

KIGER'S NURSERY, SAWYER, MICH.

HARDY PERENNIAL FLOWER PLANTS

Delphinium, Alyssum, Hardy Carnation, Canterbury Bells, Centaurea, Foxglove, Aquilegia, Hardy Pink, Gaillardia, Golden Glow, Gypsophila, Hibiscus or Giant Mallow Marvels, Hollyhock, Hardy Pea, Lupinus, Forget-Me-Not, Phlox, Physostegia, Platycodon, Pardonthus, Oriental Poppy, Pyrethrum, Rudbeckia, Stokesia, Blue Salvia, Shasta Daisy, Sweet William, Tritoma, Valerian, Viola, Wallflower, Yucca and other strong field grown Hardy Perennial flower plants. Wholesale trade price list free.

HARRY F. SQUIRES, HAMPTON BAYS, N. Y.

DEPENDABLE PECAN TREES

Growers of First Quality Pecan Trees. Dependable for giving profitable returns. All standard varieties. Place orders now.

Also growers of open-field-grown budded and grafted Rose Bushes and other nursery stock.

SUMMIT NURSERIES, Monticello, Florida.

PEACH SEED

Several hundred bushels from crop 1922. Better place your order now. 1923 crop will be very light.

VALDESIAN NURSERIES, BOSTIC, N. C.

AMERICAN FLORIST'S TRADE DIRECTORY

Edition Price \$5.00, Postpaid

For Sale by

NATIONAL NURSERYMAN PUB. CO., Inc.

HATBORO, - - - PA.

Ozark Mountain Grown Trees

Berry Plants, California Privet, Peach Pits, etc.

PARKER BROS. NURSERY COMPANY

THE FAYETTEVILLE NURSERIES

FAYETTEVILLE, ARKANSAS

WANTED**WANTED**

5000 Rhubarb roots for late October planting. Strawberry, pink or red stem variety and guaranteed true to name. Quote price on one and two year roots.

NIAGARA COUNTY NURSERIES

THOS. MARKS & CO., PROP'S

Wilson :: :: New York

WANTED—Position as foreman with good nursery concern by experienced man. Will furnish good reference.

G. R. SYLER
HUNTSVILLE, ALA.

WANTED to buy for Cash, used tree digger and bailer. We have surplus in 1 yr. apple trees. Jonathan, Delicious, Stay man and Mammoth Black Twigs, 2 to 3, 3 to 4 and 4 to 5 ft. Also Concord grape 1 yr. No. 1. Will exchange for other stock or will make attractive prices.

BENTON COUNTY NURSERY CO. ROGERS, ARK.

WANTED—Medium sized Nursery in New Jersey located within 30 miles of New York City has opening for propagator. Has excellent Greenhouse for grafting. This position will offer good opportunity to one who has had practical experience here or abroad. In planting season will have to handle help in Nursery. State wages wanted.

NO. 24, Care NATIONAL NURSERYMAN

LARGE GROWER OF NURSERY STOCK in Central West is looking for expert budder and grafter in trees, evergreens and vines. For further information address communication to

LOCK BOX 701 CHICAGO, ILL.

With well-developed Root Systems. Will please your customers. Let us quote you on Peach, Apple, Plum, Apricot,

SALES**WONDERFUL NURSERY OPPORTUNITY**

Located in nursery center of Florida: Twelve hundred acres fine land; four hundred acres in cultivation and Pecan grove; some very fine timber, first growth. Dwellings, tenant houses, outbuildings, water tank and system; supplied by inexhaustible natural spring, pure soft water.

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Catalogues
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The Robinson
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Hatboro, Pa.

Specialists in Nursery Printing

Ask for Prices.

We are the printers of this Magazine

*Weller's
Perennials*
with that
Wonderful Root System

WELLER NURSERIES
COMPANY

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Holland, Michigan
28 Acres in Perennials

Leavenworth Nurseries, Carl Holman, Prop.

LEAVENWORTH, KANSAS

GOOSEBERRIES CURRANTS BLACKBERRIES
CLEMATIS PANICULATA PEONIES ASPARAGUS

For Fall Delivery. Write for Prices.

ESTABLISHED 1893

THE NATIONAL NURSERYMAN

INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock. Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

SUBSCRIPTION PRICE \$1.50 per year in advance. FOREIGN SUBSCRIPTIONS \$2.00 per year in advance.

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THE NATIONAL NURSERYMAN PUBLISHING COMPANY Incorporated

Subscribers to "Nurserymen's Fund for Market Development."

HATBORO, PENNA.

When writing to Advertisers please mention the National Nurseryman.

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WE specialize only in
Carolina Peach Pits.

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(Established 1841)

The BEST and OLDEST horticultural paper in
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This is The British Trade Paper being read weekly by all Horticultural traders. It is also taken by over 1000 of the best Continental houses. Annual subscriptions to cover cost of postage, \$1.50. Money orders payable at Lowdham, Notts. As the H. A. is a purely trade medium applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trades. Address

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Lowdham, Notts, England

HORTICULTURE

A WIDE-AWAKE PAPER FOR

NURSERYMEN, FLORISTS AND GARDENERS

Contains special features not found in any other trade journal.

Issued Twice a Month

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RUTHERFORD, NEW JERSEY

Palms and Greenhouse Stock, Roses in Bush, Standard or Tree Form, Evergreens, Trees and Perennials.

Boxwood, Rhododendrons, Andromedas, Ericas, Azaleas, Japanese, Ghent, and Mollis. Send Us Your Want List. Inspect Our Stock.

SCARFF'S NURSERY

Headquarters for

Small Fruit Plants

and LINING OUT STOCK

Our list quotes lowest prices.

Strawberries	Grape Vines	Asparagus
Raspberries	Privet	Rhubarb
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NEW CARLISLE - OHIO

EUROPEAN SYCAMORE, SILVER MAPLE

And Other Shade Trees in All Sizes

A Fine Lot of

CALIFORNIA PRIVET

12-18 in. and 18-24 in.

And Hardy Shrubs of All Kinds

Also a Limited Supply of Fruit Trees and
Small Fruit Plants

T. B. WEST & SONS

Maple Bend Nursery

Perry, Ohio

CHARLES DETRICHE & SON

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Growers and Exporters of Fruit Tree Stocks,
Forest Tree Seedlings, Rose Stocks, Shrubs and
Conifers for Nursery Planting.

For all information as to Stocks, Prices, terms, etc., address

JACKSON AND PERKINS COMPANY,

(Sole Agents)

NEWARK

NEW YORK

Native Broad-leaved

EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous
Plants of the Blue Ridge Mountains, including: *Kalmias*,
Rhododendrons, *Leiophyllums*, *Andromedas*, *Tsugas*,
Azaleas, *Corylus*, *Oxydendron*, *Zanthorhiza*, *Ampelopsis*,
Lonicera, *Shortia*, *Iris*, *Liliums Stenanthium*.

Approximately 500 species

Collections to Order in Carlots a Specialty
Correspondence from large planters solicited.
ASK FOR PRICE LIST

E. C. ROBBINS, PINEOLA,

Avery County

North Carolina

TREES

Largest assortment in New England. Evergreens, deciduous trees, both common and rarer varieties. Sturdy, choice stock that can be depended upon. Send for catalog and special trade prices.

The Bay State Nurseries

North Abington
Mass.

SHRUBS

This New England soil and climate produce fine sturdy shrubs. Special trade prices. By the thousands, hardy Native and Hybrid Rhododendrons—transplanted and acclimated. Send your lists let us est.

Y E S

We still have a
large stock of

EVERGREENS

Including a good
supply of the scarce
medium sizes.

Trees and Shrubs also.

We are headquarters
for Taxus Canadensis,
Pinus Mughus, Rhodo-
dendron Carolinianum
and Azalea Kaempferi.

FRAMINGHAM NURSERIES
Framingham, Mass.

L. R. TAYLOR & SONS

TOPEKA - - - KANSAS

We Offer for Spring, 1923:

Apple Trees (1 and 2-year)

Peach Trees

Cherry Trees

Plum Trees

Apple Seedlings

Apple Grafts

White Elm Trees, all sizes

NURSERY BANDS

Manufacturers of

STEEL BOX STRAPPING

FOR

NURSERY PURPOSES

AN ESSENTIAL TO FINISH YOUR JOB

AT A NEGLIGIBLE PRICE.

STANDARD SIZES USED BY NINETY

PERCENT OF THE NURSERY TRADE ARE

8 in. X 1 in. AND 12 in. X 1 in.

ANY SIZE CAN BE FURNISHED

WRITE FOR PARTICULARS

American Steel Band Co.,

888 Progress Street,

PITTSBURGH, PA.



TREES

SHRUBS

EVERGREENS

We are ready to quote prices on a very
complete list of Ornamental Stock.

Stock grown wide apart is bushy and well
rooted, especially suitable for wholesale or
retail trade.

WRITE FOR PRICES

CATALOGUE NOW READY

THOMAS B. MEEHAN CO.

WHOLESALE NURSEYMEN

DRESHER :: PENNA.

HARRISON GROWN SHADE TREES



	5 to 6 ft.	6 to 7 ft.	7 to 8 ft.	8 to 10 ft.
European Lindens....	300	300	300	300
American Lindens....	70	80	50	50
Box Elder.....	200	100	200	200
Catalpa Bungei.....	50	50	50	50
Honey Locust.....	100	100	100	209
Red Oaks.....	200	200	200	200
Mixed Oaks.....	200	200	200	209
Black Oaks.....	700	600	700	600
Scarlet Oaks.....	500	500	400	409
Sugar Maples.....	100	100	200	209
Golden Willows.....	15	40	80	90
Tulip Tree.....	100	200	200	200
Ginkgo (Maidenhair- Tree)	200	200	100	
Purple Beech.....	30	90	200	100

MAPLE, Norway

1,200—	10 to 12 ft.	1¾-2 in.
2,700—	12 to 14 ft.	2 -2½ in.
2,800—	14 to 16 ft.	2½-3 in.
2,400—	15 to 18 ft.	3 -3½ in.
1,800—	16 to 20 ft.	3½-4 in.
500—	16 to 20 ft.	4 in.
200—	16 to 20 ft.	5 in.

MAPLE, Silver

800—	6 to 7 ft.	1,800—	10 to 12 ft.
1,000—	7 to 8 ft.	1,400—	12 to 14 ft.
1,200—	8 to 10 ft.	1,000—	14 to 16 ft.

ELM, American

500—	6 to 7 ft.	800—	10 to 12 ft.
800—	7 to 8 ft.	700—	12 to 14 ft.
900—	8 to 10 ft.		

OAK, Pin

600—	5 to 6 ft.	1,000—	8 to 10 ft.
700—	6 to 7 ft.	700—	10 to 12 ft.
900—	7 to 8 ft.		

PLANE, Oriental

1,000—	8 to 10 ft.	1¼ in.
2,000—	10 to 12 ft.	1½ in.
2,500—	12 to 14 ft.	1¾ in.
2,000—	14 to 16 ft.	2 in.
2,500—		2½ in.
3,000—		3 in.

POPLAR, Carolina

800—	7 to 8 ft.	1,200—	8 to 10 ft.
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POPLAR, Lombardy

700—	7 to 8 ft.	900—	12 to 14 ft.
1,300—	8 to 10 ft.	700—	14 to 16 ft.
1,000—	10 to 12 ft.		

POPLAR, Tulip

600—	10 to 12 ft.	500—	12 to 14 ft.
------	--------------	------	--------------

WALNUT, Black

1,000—	5 to 6 ft.	1,200—	6 to 7 ft.
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Special Quotations on Car Load Lots

HARRISONS' NURSERIES

J. G. HARRISON & SONS, Proprietors

Berlin,

Maryland



THE NATIONAL NURSERYMAN



OCTOBER 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

THE MONROE NURSERY

Established 1847.

Offers a Fine Stock of
**SPECIMEN EVERGREENS,
FRUIT AND ORNAMENTAL
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

I. E. Ilgenfritz' Sons Co.
Monroe, Mich.

Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated
Graft and Stock Planter and Firmer

GOOD NURSERY STOCK

We make a speciality of growing the following stock for the wholesale trade. Get in touch with us while our list is complete, and cover your wants for Fall 1923 and Spring 1924.

PEACH TREES
APPLE TREES
PEAR TREES
GRAPE VINES, 1 and 2 Yr.
ASPARAGUS ROOTS, 1 and 2 Yr.
STRAWBERRY PLANTS—Leading standard and
everbearing varieties
CALIFORNIA PRIVET, 1 and 2 yr. Cut back heavily
branched
BARBERRY THUNBERGII
FLOWERING SHRUBS
EVERGREENS

CAN DO THIS STOCK IN CAR LOTS OR LESS
INSPECTION INVITED

BUNTINGS' NURSERIES

G. E. Bunting & Sons, Proprietors

Selbyville : Delaware

Mount Arbor Nurseries,

E. S. WELCH, Pres.

SHENANDOAH, IOWA.

APPLE SEEDLINGS, American grown, healthy, vigorous stocks, sprayed all summer and guaranteed to be in first class condition.

FRENCH FRUIT TREE STOCKS, including French Apple, Mahaleb, Mazzard, Myrobolan, Pear and Quince.

ROSE STOCKS in Alanetti and Multiflora.

Write for Prices. Send Us Your Complete Want List.

Also a very complete stock in fruit trees such as Apple, Cherry, Pear, Peach, Plum, as well as small fruits.

Write for our complete catalogue trade list just issued.

**IT'S OUT!
WHAT?
OUR NEW PRICE LIST
READ IT**

Write if You Don't Get Your Copy

We Offer the Things You Are Looking
For at the Right Price

WE WANT YOU TO PRONOUNCE

"Q-U-A-L-I-T-Y" BURR



C. R. BURR & COMPANY

GENERAL NURSERYMEN

MANCHESTER, CONN.

We Do Not Sell at Wholesale to Retail Buyers

THE
PREFERRED
STOCK

THE
PREFERRED
STOCK

OUR
FALL PRICE LIST

IS
READY NOW

OFFERING

"J. & P. Preferred Stock" Specialties

and a general assortment of

ROSES, SHRUBS, VINES, PERENNIALS
EVERGREENS, FRUIT and SHADE TREES

TO
THE TRADE ONLY

~~~~~  
Jackson & Perkins Company

Rose Growers and Nurserymen  
Wholesale Only

NEWARK : NEW YORK STATE

THE  
PREFERRED  
STOCK

THE  
PREFERRED  
STOCK

We grow young evergreens in large quantities and every tree we sell is raised from seeds in our own nurseries.

If you are in need of lining out stock why not write for our wholesale trade list before placing your order. Our prices are low because we specialize in young stock.

COLLECTORS OF TREE SEEDS

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THE

North-Eastern Forestry Co.

CESHIRE  
...Connecticut...

# RAFFIA

FOR BUDDING and TYING

in the following dependable brands:

RED STAR BRAND

XX SUPERIOR BRAND

AA WESTCOAST BRAND

Can make immediate shipment of any brand and in any quantity—bale lots or less. Write for prices.

Also COLORED RAFFIA

We carry a full line of the most desirable colors. Shipment can be made upon receipt of order.

McHUTCHISON & CO.

95 Chambers Street

New York City

## CHERRY TREES! CHERRY TREES!

ONE AND TWO YEARS OLD

THE BEST YOU EVER SAW

EXTRA HEAVY

EXTRA TALL

EXTRA WELL BRANCHED

Write for Our Attractive Prices

~~~~~  
We also offer a general assortment of other stock including Standard and Dwarf Apple, Standard and Dwarf Pear, Plum, Plum on Peach, Quince and Peach.

~~~~~  
KELLY BROTHERS' NURSERIES

DANSVILLE, N. Y.



# PAINESVILLE NURSERIES

# TREES

We are again in position to offer to the trade, the product of great blocks of Nursery stock. **Varieties** are proven standard varieties. **Quality** is proven, S. & H. Co., quality—none better. **Grades** are established S. & H. Co. grades—no skimping. **Prices** are S. & H. Co., prices—without fear or favor; they are just about right.

Give us your want lists

**DECIDUOUS TREES**

**FRUIT TREES**

**EVERGREEN TREES**

**SMALL FRUITS**

**SHRUBS and VINES**

**FIELD GROWN ROSES**

(57 Acres of Them)

**HARDY PERENNIAL PLANTS**

Peonies — Iris — Phlox

**HOLLAND and JAPANESE BULBS**

**GREEN-HOUSE PLANTS**

**SEASONABLE SEEDS**

Order early  
for Fall Delivery.  
Why not today?

## THE STORRS & HARRISON CO.

NURSEYMEN --- FLORISTS --- SEEDSMEN

ESTABLISHED  
1854

**PAINESVILLE, OHIO.**

1200 ACRES  
45 GREENHOUSES



## J. H. SKINNER & CO.

Topeka

Kansas

*We Offer*

Apple, Cherry, Peach, Plum  
and Kieffer Pear Trees

Apple Seedlings

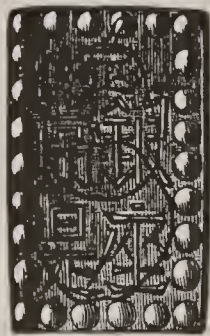
Japan Pear Seedlings

Forest Tree Seedlings:

Black Locust

Honey Locust

Catalpa Speciosa



Now is the time to cover your  
requirements for Fall or  
Spring in

FRUIT TREES  
SHRUBS  
ROSES  
and  
HEDGE PLANTS

*Trade List Ready Now. Glad to Quote on  
Your Want List*

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,

HUNTSVILLE, ALA.

1872—1923

## CATALOGUES

That measure up to present advertising standards, must be printed in a way to get instant attention and hold the interest. That first impression must do more; for the quality of the printed offer subtly suggests the quality of the things offered.

Nurserymen who would use the salesmanship possible in catalogues, can find here complete equipment for printing whether plain or in colors; and the intelligent cooperation that comes of years of experience in marketing nursery stock.

An inquiry will imply no obligation whatever and will bring samples of our printing and an estimate on your requirements.

THE DU BOIS PRESS

*Horticultural Color Printers*

ROCHESTER, NEW YORK



A General  
Variety of  
Nursery Stock



35,000 Norway Maple and American Elm,  
also Montmorency and Early Richmond  
Cherry, 1 year, in car lots or less.



C. M. Hobbs & Sons  
BRIDGEPORT - - Indiana



# The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI.

HATBORO, PENNA., OCTOBER 1923

No. 10

## Southern Nurserymen's Association

The Southern Nurserymen held their convention at the Hotel Piedmont, Atlanta, Georgia, September 5th and 6th. It was a very good meeting, considerably over 100 members were present.

The President, O. Joe Howard, called the sessions to order at 8.59 A. M. There was a full attendance and opened promptly on time. In quite a contrast to the meetings of the American Association.

In addition to this those present gave their full attention to the speakers, and there was practically no one coming in or going out during the session. Mr. Howard attributed this largely to the fact that only one session a day was held, leaving the afternoon free for the visiting members to keep their other appointments and chat with each other. The program, which was a very full one, was splendidly arranged, a great number of addresses being given.

With one exception, the address by Mr. W. C. Reed, Vincennes, Indiana, the program was completely carried out. Mr. Reed sent his regrets at being unable to be there.

The first day the addresses were all arranged to cover the distribution of Nursery stock, while the second day they were all on the subject of production so that the whole subject of the Nursery trade in the South had a very thorough presentation.

Mr. Fred Houser made the address of welcome on behalf of the Mayor of Atlanta and assured the visitors that if any were so unfortunate as to be arrested while in Atlanta that they would either get them out or come and stay in jail with them.

President Howard in his address suggested the raising of the dues to Ten Dollars with a view of accumulating a fund of One Thousand Dollars to be spent on printers ink. The society is in very good financial condition having about One Thousand Dollars net balance in the treasury. The matter was referred to the Executive Committee for consideration.

Paul Lindley, who followed the President, spoke on activities of the American Association. A request for members of that body of Nurserymen to stand proved there were twenty-four in attendance. Mr. Lindley stated that Mr. Harlan P. Kelsey, President of the association, has appointed men, representatives of the various States and District Associations, on the Legislative Committee of the A. A. of N. In future officers of the A. A. of N. will be nominated by representatives of allied associations, thus bringing in closer touch with the "National" Association all the state and district Nursery Associations. Mr. Lindley strongly urged all nurserymen to

become members of the American Association and not be parasites, benefiting by the work of others. A resolution was passed for the Southern Nurserymen to affiliate with the American Association and take the page in the badge book.

C. Richter Smith, Concord, Georgia, spoke on the subject of "Why I am now in the Nursery business," and gave reasons, both physical and spiritual, pointing out the labors of the nurserymen satisfied both the spiritual needs of man as well as the physical. Also stating there were no thrills in manufacturing equal to working hand in hand with nature.

James G. Bailie spoke on the subject of "The Future of the Mail Order Business," and created much amusement in telling of one customer's interpretation of the "Plan to Plant Another Tree" slogan. Mr. Bailie had the slogan stamped across his invoice, the customer wrote him that she had the hole dug and everything ready to plant the tree he had told her to plan to plant.

On the subject of Legislation the Hastings Seed Company at Atlanta, Ga., called attention to the fact of the Federal ruling of the Post Office Department requiring the inspection of shipments of nursery stock by mail being inspected before delivery. A committee was appointed to see what could be done to have this restriction removed as it entailed great loss to the shippers, having the packages opened and inspected while in the hands of the Postal authorities. It was also brought out that the bond required for the State of Georgia could not be enforced against outside nurserymen, this was given as the opinion of the Attorney General.

Mr. E. E. Mayo stated that business prospects were good all over the country but there was great danger of over production of easily grown stock.

A resolution was adopted to hold future annual meetings the first Wednesday in September, Greensborough, N. C. was selected as the next place of meeting. Atlanta being centrally located the Convention will be held in that city every other year radiating out from that place to other sections the alternate years.

Walter W. Hillenmeyer, Lexington, Kentucky was elected president, to serve for the ensuing year, and duly installed. James G. Bailie, Augusta, Georgia, Vice President, and Treasurer, O. W. Fraser, Huntsville, Alabama.

The Atlanta Nurserymen entertained the visitors with true Southern hospitality, a luncheon was given to all the visitors at the Hotel Piedmont also tickets for the Matinee and automobiles supplied for all those who cared to see the beauties of the Capital city of Georgia. A thorough good time seemed to have been enjoyed by all.



MEMBERS AND GUESTS ATTENDING THE 25th ANNUAL  
MEETING OF SOUTHERN NURSERYMEN'S ASSO-  
CIATION, ATLANTA, GA., SEPTEMBER  
5TH AND 6TH, 1923

O. W. Fraser, Fraser Nurseries, Inc., Birmingham, Ala.  
R. C. Chase, Chase Nursery Co., Chase, Ala.  
John Fraser, Jr., Huntsville Wholesale Nurseries, Huntsville, Ala.  
J. C. Persons, Huntsville Wholesale Nurseries, Huntsville, Ala.  
W. H. Bell, Huntsville Wholesale Nurseries, Huntsville, Ala.  
J. A. Stubbs, Huntsville Wholesale Nurseries, Huntsville, Ala.  
G. L. Tipton, Tipton Nursery Co., Little Rock, Ark.  
E. H. Ballard, Piggott Nurseries, Piggott, Ark.  
Marvin Wood, Arkansas Nurseries, Rector, Ark.  
Mr. and Mrs. W. D. Griffin, Inter-State Nurseries, Jacksonville, Fla.  
L. Majewski, Poland Plantation Nursery, Monticello, Fla.  
C. A. Simpson, Simpson Nursery Co., Monticello, Fla.  
Mr. and Mrs. H. K. Miller, Summit Nurseries, Monticello, Fla.  
W. E. Bassett, Florida Nursery, Monticello, Fla.  
H. T. Connor, H. T. Connor, Macon, Ga.  
F. B. Anglin, Ashford Park Nurseries, Atlanta, Ga.  
H. C. Caldwell, Ashford Park Nurseries, Atlanta, Ga.  
H. K. Shirley, Ashford Park Nurseries, Atlanta, Ga.  
Norman C. Butts, Ashford Park Nurseries Atlanta, Ga.  
Iverson D. Hudgins, Ashford Park Nurseries, Atlanta, Ga.  
J. B. Odum, C. A. Dahl Co., Atlanta, Ga.  
H. G. Hastings, H. G. Hastings Co., Atlanta, Ga.  
W. R. Hastings, H. G. Hastings Co., Atlanta, Ga.  
D. M. Hastings, H. G. Hastings Co., Atlanta, Ga.  
R. G. Lyon, H. G. Hastings Co., Atlanta, Ga.  
C. J. Wachendorff, Wachendorff Bros., Atlanta, Ga.  
Otto Katzenstein, Otto Katzenstein Co., Atlanta, Ga.  
J. E. Katzenstein, Otto Katzenstein Co., Atlanta, Ga.  
S. S. Gribbs, Lakewood Nurseries, Atlanta, Ga.  
C. M. Erwin, Boulder Crest Nurseries, Atlanta, Ga.  
Jas. G. Bailie, Fruitland Nurseries, Augusta, Ga.  
Otto T. Skinner, Fruitland Nurseries, Augusta, Ga.  
H. H. Townes, Fruitland Nurseries, Augusta, Ga.  
C. R. Smith, Smith Bros. Nursery Co., Concord, Ga.  
C. T. Smith, Smith Bros. Nursery Co., Concord, Ga.  
C. M. Smith, Smith Bros. Nursery Co., Concord, Ga.  
Jno. Wilkinson, Hoganville Nurseries, Hoganville, Ga.  
Davenport Guerri, Davenport Guerri Nursery, Rivoli, Macon, Ga.  
P. J. Hjort, Thomasville Nurseries, Thomasville, Ga.  
W. L. Monroe, Sitton Nurseries, Atlanta, Ga.  
J. C. Ahern, Sitton Nurseries, Atlanta, Ga.  
E. E. May, Mt. Arbor Nurseries, Shenandoah, Ia.  
W. J. Smartt, D. Hill Nursery Co., Dundee, Ill.  
W. W. Hillenmeyer, H. F. Hillenmeyer & Sons, Lexington, Ky.  
James Brodie, Biloxi Nursery, Biloxi, Miss.  
Edwin J. Stark, Stark Bros. N. & O. Co., Louisiana, Mo.  
O. Joe Howard, Howard-Hickory Co., Hickory, N. C.  
W. C. Thorneburg, Howard-Hickory Co., Hickory, N. C.  
W. T. Hanner, North State Nursery Co., Julian, N. C.  
R. R. Coultee, Cataba County Nursery, Rt. 3, Newton, N. C.  
Mr. and Mrs. Paul C. Lindley, J. Van Lindley Nursery Co., Pomona, N. C.  
W. C. Daniels, J. Van Lindley Nursery Co., Pomona, N. C.  
R. M. Johnson, J. Van Lindley Nursery Co., Pomona, N. C.  
J. M. Vacsaal, Audubon Nursery, Wilmington, N. C.  
S. A. Ault, Mecklenburg Nursery, Charlotte, N. C.  
W. N. Scarff, W. N. Scarff & Sons, New Castle, O.  
L. B. Smith, Greenville Nursery Co., Greenville, S. C.  
F. D. Landis, Lookout Nurseries, Blountsville, Tenn.  
Fred Grindler, Lookout Nurseries, Blountsville, Tenn.  
W. A. Easterly, Easterly Nursery Co., Cleveland, Tenn.  
A. J. Fletcher, Tennessee Nursery Co., Cleveland, Tenn.  
A. J. Fletcher, Jr., Tennessee Nursery Co., Cleveland, Tenn.  
W. Y. C. Grant, Jr., W. Y. C. Grant, Columbia, Tenn.  
W. Y. C. Grant, Jr., W. Y. C. Grant, Columbia, Tenn.  
S. R. Howell, Howell Nurseries, Knoxville, Tenn.  
Bruce Howell, Howell Nurseries, Knoxville, Tenn.  
Lee McClain, Washington Heights Nurseries, Knoxville, Tenn.  
W. P. Wilson, Cumberland Plateau Nurseries, Lansing, Tenn.  
Harry Nicholson, Commercial Nursery Co., Winchester, Tenn.  
T. N. Nicholson, Commercial Nursery Co., Winchester, Tenn.  
A. J. Shadow, Joe Shadow Nursery Co., Winchester, Tenn.  
E. W. Chattin, Southern Nursery Co., Winchester, Tenn.  
Miss E. B. Drake, Cumberland Nurseries, Winchester, Tenn.  
Mr. Drake, Cumberland Nurseries, Winchester, Tenn.  
Mr. Holcomb, Cumberland Nurseries, Winchester, Tenn.  
Geo. F. Verhalen, Verhalen Nursery Co., Scottsville, Texas.

Mr. and Mrs. W. C. Griffing, Griffing Nurseries, Beaumont Texas.

A. A. Newson, Marble City Nursery Co., Knoxville, Tenn.  
W. T. Hood, Old Dominion Nurseries, Richmond, Va.

GUESTS

L. A. Nivons, The Progressive Farmer, Memphis, Tenn.  
L. R. Bost, Maiden, N. C.  
Otis G. West, Fulton Bag & Cotton Mills, Atlanta, Ga.  
V. E. Lambert, Atlanta, Ga.  
A. J. Welden, Griffin, Ga.  
V. R. Frank, Fairview Greenhouses, Decatur, Ga.

A THOUSAND A DAY

By W. C. DANIELS, Sales Manager  
J. Van Lindley Nursery Co., Pomona, N. C.

*Read Before Southern Nurserymen's Association at the  
Annual Convention, Atlanta, Sept. 5-6th*

Successful sales management is largely a problem of encouragement, education and understanding. One must be able to sympathize with the salesman's trials and difficulties, with his successes and with his failures. When you are able to do that you are able to help, and when you start to help, you are then handling him. Any salesman, no matter what his line, needs an occasional pat on the shoulder, and a feeling of close contact with the office. We want each of our salesmen to feel that he is the foundation of the business; that he personally is responsible for the failure or success of the whole organization. Not a lot of hot air is needed, but the warm, personal touch that gets next to a man and keeps him loyally working. Out in front stands your representative. At best but 25% of his sales can depend upon his efforts, the other 75% of selling is done by the man behind the line.

All of you have noticed the daily growth of the professional spirit in business, particularly in the nursery business. When you step into a clothing store, you expect a personal, interested study of your needs, and nothing short of honest service will satisfy you and make you a permanent customer of that store. Nursery salesmen should be able to give helpful and intelligent advice on matters pertaining to their business; they should study their product, should know its present and latent purposes like they know its price and profit. If the sale is to be successful from all viewpoints, serious study must be given to determine the needs of the prospect, for service has no obscured meaning in his mind. Before he delivers the order, he expects the extending of courtesy, inspiring of confidence and assurance of loyalty.

Salesmanship in the old days was simply the selling of an article at a profit, even though the deal was closed by questionable methods. Salesmanship today is a clean-cut profession, and means rendering service and selling goods on a basis of quality. Every worthwhile concern wants to serve its customers as well as take their money. If you purchase insurance, or anything else as to that, your first reason for so doing is because you have been convinced of your need, second because of your confidence in the company issuing the policy, and third because you can rely on the honesty and integrity of its representative. There are some men, including some nurserymen, who feel that they cannot afford to always do the ethical thing, but that is where they go wrong. There is no place today for the man who tries to "put something over." The real salesman is one who knows his line from below the ground up, knows when, where, why and how it will prove of value, one who knows the worth of plausible presentation, one who is absolutely sincere in what he is doing, who greets the buyer as though he were really glad to see him, whose tenor of conversation is cheerful and optimistic, and one who makes the impression that he did not just happen along, but is there after having given careful thought to the buyer's planting problems, and is ready and able to help solve them. Teach your salesmen the spirit of service, for the concern that shows the keenest desire to serve is the one that is going to create and hold business. The old fruit tree agent is out of date; he has been supplanted by the nursery salesman. Let's do our best to help him make good his honorable title.

Analyzing the field is one of the important problems of the early days in the sales campaign. It is useless to work a sec-



tion that is down and out. Waste no time with those who cannot afford to purchase your goods. It is one of the salesman's duties to look up his prospective customers and satisfy himself that there will be no trouble in making delivery and collecting in the fall. A story I read a few days ago tells, in a few words, how to analyze the territory.

"A country simpleton—not so simple as he looked—was sent out to hunt for a cow that had been unavailingly searched for by the entire community. To the amazement of all, a few minutes after he had started out, he returned driving the cow. The astounded bystanders immediately wanted to know how he had found the "critter." "Well, I just set down and thought of the place I would go if I was a cow," he explained. "And then I went there—and there she was." The way to find business today is to figure out where business is likely to be—and go get it.

But perhaps you are beginning to wonder how I arrived at my subject. This topic may be misleading; if it is, it is unintentional. To explain, I will, with your permission, start on January 1st. On this date it has been the policy of our president to call his assistants into a friendly business meeting, to talk over matters for the new year. After all, our success depends mainly upon three things: the right goods, the right prices and the right service. Early in the new year is a good time to bring constructive criticism to bear on the past year's methods, with a view to excelling during the new year. But to get back to my subject, on January 1st, 1923, Mr. Lindley stated that he expected \$150,000 worth of business through the salesmen. Of course there were also quotas assigned the other departments—the landscape, direct mail order, and greenhouse. May is considered the starting month, then there are the following months for work: June, July, August and September. Some business is always done in October, but the bulk of the work is done during the first five months mentioned. These five months represent 150 days. Therefore, to get the \$150,000, we adopted our slogan, "A Thousand a Day."

To give the whole history, our first bulletin was in the form of a questionnaire, something like this.

Have supplies been received?

When are you going to start canvassing for fall delivery?

Have you set a goal for your year's work?

Total amount of sales you expect to make this season for fall delivery \$.

Practically every man on our force returned this sheet with his goal set, and set high. Too high, we thought for after getting the sum of goals, the amount was \$300,000. To play safe, we cut this amount in two, setting the goal, as just stated at \$150,000, for agency sales. To date our sales have averaged \$1000 per day, in this department. Some weeks have fallen slightly below the weekly average, but others have gone above, and so we have steadily maintained our pace up to this day, and have every reason to believe that sales from now on will be even better. Sales to the amount of \$150,000 are all we care for in this department, and we planned our sales campaign with this in view. Perhaps your goal may be \$500 per day or \$5000 per day. If we should wish to increase our sales, we would proceed along the same lines that we are now working, only on a larger scale.

Now I am not making a talk on advertising, because I don't know enough about it to do that, but as this is quite an important link in the sales chain, I'll touch on a few of the high spots and bring out a few points that have helped me tremendously in what publicity work I have done for the firm.

Intelligent advertising should not be neglected during the sales campaign, for sales success depends upon the efforts put forth by the nursery concern to help the salesmen. Good advertising without salesmen will bring business, but the salesman is working under a great disadvantage who does not get the proper backing of the firm along the publicity lines. The success of the Fuller Brush Company proves this. As you know, this company sells direct through agents, yet advertises heavily in leading publications of the country. They sell the public on Fuller brushes and then organize their forces to gather up the orders. Many business firms will send out some advertising literature once or twice a year, and then tell you that they have tried advertising, but it didn't pay. Of course it didn't. I would say that there is more money thrown away for poor advertising each year, than in any other way. First because of spasmodic attempts, rather than regular, everlasting hammering, and second because

of the lack of certain essential elements in the copy. The majority of the people are not going to read an advertisement that does not offer them something in return for their time and trouble. What reasons have you for expecting people to use their eyesight and valuable time pouring through a circular or booklet? Your anxiety to sell does not interest them. Advertising should inspire confidence, should contain enough helpful information to hold the reader's interest and coax him from one line to the next until he has read the whole message and imbibed just what you wanted him to know. Don't you, as a rule, read advertising when it indicates ability to tell you something interesting, profitable or worthwhile? One sales point is enough and this is or should be the underlying idea of the whole copy. This underlying idea may be one of several things that you possess or can perform, such as experience, some unusual offer, service, superior quality, quick action, or some other "reason why." It should not be difficult to write such advertising copy as this concerning nursery products. Of all the callings on earth, this is certainly one of the greatest and one that interests nearly everyone. Did you ever hear of the "Five Tragedies." Here they are for the sake of those who haven't.

"A man struck a match to see if the gasoline tank in his automobile was empty. It wasn't.

A man patted a strange bulldog on the head to see if the critter was affectionate. It wasn't.

A man speeded up to see if he could beat a train to the crossing. He couldn't.

A man touched a trolley wire to see if it was charged. It was.

A man cut out his advertising to see if he could save money. He didn't."

Direct mail advertising is one of the best supports for salesmen, and if handled right, a good many of the salesman's prospects are sold before he gets there. All he has to do is to gather up the orders. We maintain an up-to-date mailing list covering most of the southern states, and are constantly on the alert for new ideas that will help keep this department functioning properly. There is just one thing that will depreciate more rapidly and that is your mailing list. Keep it up-to-date and it will do business, but let it run down and it is worse than worthless. It will lose money for you.

As a result of direct mailing activity and newspaper and magazine advertising, we receive many requests for catalogues, prices, etc. When it seems advisable and we have a man working in the section from which the request is received, we turn the inquiry over to that man, provided it is not a landscape prospect. If this should be the case we handle direct from the office, unless the man in that territory possesses landscape ability sufficient to do the work in a capable manner.

The value of intelligent advertising must not be overlooked.

If you are not certain that you can write the business-getting variety, you had better turn the job over to a reliable publicity concern. The idea is not to see how much money you can spend, but to make the most sales at the lowest percentage of cost.

Keeping salesmen interested is the big problem of every sales manager. Principally our methods of enlisting the salesman's interest and co-operation are: Bulletins, Personal Letters and Contests.

Regularly each Friday, rain or shine, the bulletin is mimeographed in our office. The weekly reports are gotten together and the names of the men shown together with number of days worked and amount of sales reported for the week. Each name is listed starting with the highest amount of sales, and ending with the lowest. The man on top is given special mention, and perhaps the next two or three are given special mention also. Do the men like these bulletins? One of our representatives, having four men working under his contract, told us recently that the bulletin was the first thing his men asked for when they drove in Saturday night. They look for it the same as you do the "Saturday Evening Post." They are keen to see their position and the position of rival salesmen. Only one time have we heard a complaint on this method of sending out the weekly bulletin. One man requested that we leave his name off; that he didn't care to be exposed. That week he happened to be at the foot of the column. After considerable discussion we were able to get him



to see that the bulletins were for the best interests of all, and finally persuaded him to allow his name to appear regularly. But the expected happened. He was careful to see that from that time on he wasn't at the foot: in fact, he is often close to the top and one of the most loyal men. To add to the interest of the bulletins we have cuts prepared each year that not only liven up the general appearance, but very materially aid in running up the volume of the sales. This year we have a "Ring the Gong" printed in green on the left side of the bulletin sheet. Up the side are figures running to \$150,000 at the top. A little man is seen giving the thing sledge hammer blows, and driving the sales to the top. Each week a red crayon is used to show the point that the sales have reached. On a separate sheet that is attached to the bulletin, varieties to push are listed, varieties sold out, or other matters that we desire brought to the attention of the salesman. Once a month we send out what we call our "Lung-Tester." The amount that each man gave as his estimate of sales for the year is designated as his goal. The arrow is drawn in with a pen, showing how far each man has gone towards his goal. To do the work these bulletins must be full of pep. I have here two or three bulletins issued by other nursery concerns. The reading matter is good, and I am not criticising them other than to state that they do not appear to me to have any life at all, no color, too flat, and we doubt if they carry out their mission. They resemble blank cartridges: they make a noise, but don't hit the mark. Of course the bulletin sheet must be changed yearly, or interest will fade. We are already getting our ideas together on next year's sheet. We greatly prefer the mimeographed or multigraphed bulletin to the printed form. The former invariably bring better results than the latter, for us. This is doubtless due to the fact that the mimeographed letter has more of a "personal" appearance than the printed form.

About once a week our men are sent personal letters. Salesmen do better if their good work is seen and appreciated, or their poor work noticed. Often a hand written note will bring results, when typewritten letters have been ignored. These letters are not long, drawn-out affairs, just short, snappy and to the point. Add the human touch by some remark of a friendly nature. Ask how Mary is, if she was sick when you heard last. Many sales letters are so radiant with good cheer and cordiality that they remind one of the inside of a tomb. Instead of reverberating with human friendliness, they are generally strings of threadbare words that will likely land you in bed with a chill, if you are game enough to read them. Why any man should permit such letters to wander out of his office is more than I can say. They certainly are not emblematic of the man's real nature, for he wouldn't talk like that were he face to face with his correspondent. It is not difficult to get these letters out, if you have the proper office organization. If you do not have a good letter writer in your office, it is unfortunate, and you had better get one or turn the job over to some one outside of your organization who is able to write friendly business letters. Writing effective sales letters is a branch of advertising that is not fully appreciated.

Then the contest. From experience we have found that a friendly salesman's contest is one of the best surplus stock moving methods. By nature all of us are sports, we all enjoy a game, but something that creates interest or competition is necessary to make the game enjoyable. Our stock of Keiffer Pear this season is very large, and as a special inducement, the man who sells the most Keiffer each week is given a special prize. They are going, too. In this case a bill of some demonstration or other is pinned to the bulletin, the amount depending upon the number of trees sold. The billed bulletin carries a punch with it that is generally felt the next week. For every month during the selling season we offer a prize for the best sales, and lesser prizes for the next best sales. It is not so much the amount of the prize; in fact, very little attention is paid to the prize itself; it is the spirit of game that enters into the thing and makes the men do their best to win. Usually we offer a money prize. This month we are leaving the nature of the prize in doubt, for a change. You would be surprised at the rivalry among the men for first place; several in reporting time worked show something like this: 6 days 3 nights. One report last month for 6 day's work in Alabama, by one man, was \$2400. His average is around \$500 per week.

Would he do this if it were not for our constant pushing? We doubt it. This constant pushing can be done in a way that will get out of a man all there is in him, without antagonizing him. Many a man assigns as his reason for not getting orders to the poorness of crops, hard times or other unfavorable conditions in his territory, when the truth is he doesn't work hard enough, or doesn't plan his work intelligently. The sales manager must be able to distinguish between a reason for a failure and an excuse for it and help the salesman to analyze his own excuses.

We say get ready for a big fall business, but in some quarters there is apprehension about what the future has in store for us. Broadcasters of gloom are telling us to sit tight—to be conservative, but most business men want to do more than the proprietor of a shoe shine parlor, who simply waits for business to come in. The kind of business that develops a community takes enthusiasm and vision. It is said that 84% of American business failures are due directly to executives watching business "thermometers," which show present conditions, instead of watching business "barometers" which show coming conditions. In any event we are pretty apt to have active buying this fall. The South has planted more land to cotton this year than ever before, over thirty-eight million acres, and a fair crop is expected, even though slightly below the 10-year average. The government estimate of a crop of more than 10,000,000 bales would mean more than one billion dollars with cotton at present prices. The significance of this figure is readily apparent; it goes to show that the farmer will be in a better financial condition this fall than he has for several years, and it is but natural to assume that his good fortune will reflect favorably on all lines of business. Altogether the outlook appears bright to us, and we are unable to get any other view from the business barometer than that business is going to continue to be good. Once more the South is contributing heavily to the wealth of the nation, and will profit by it deservedly. If any of us have the "business hookworm," a good antidote is a dose of new ideas mixed with enthusiasm and hard work.

If any retail sales managers are interested, I will be glad to mail sample copies of bulletins and other literature referred to in this talk, or will exchange with you, if you issue a house organ.

## CHAMBER OF COMMERCE OF THE UNITED STATES PRESS SERVICE

### COST ACCOUNTING

A pamphlet dealing with the acceptance and installation of uniform methods of cost accounting by the members of a trade association has just been issued by the Fabricated Production Department of the Chamber of Commerce of the United States. The pamphlet is designed to "be of assistance to the officers and members of those trade associations which have undertaken to secure the numerous and important advantages of such uniform methods."

The discussion starts with the premise that the technical methods or systems have been devised and that having gone thus far a new problem presents itself, namely, the problem of finding the most means of securing the installation of the uniform cost methods.

The pamphlet is divided into two distinct but co-ordinate parts, as follows:

"The Association's Problems."

"The Member's Problems."

The first part is devoted to the ways and means by which the trade association's service to its members may be made the most effective. It deals with such matters as the organization of an association cost bureau and cost councils, and provisions for keeping the members informed of developments generally.

The second part is designed to be of direct and sub-



## TO THE TRADE ONLY

We Grow and Sell a General Assortment of  
Nursery Stock. Strong on

**Apple, Pear, Cherry, Plum and Prune  
Fruit Tree Seedlings, Small Fruit Plants  
and Portland Roses**

*Advance Price List Now Ready. If You Do Not  
Have It, Write and It Will Be Mailed Promptly.*

Remember, We Are

***Headquarters for Nursery Supplies***

**Portland Wholesale Nursery Co.**

971 SANDY BOULEVARD

**PORTLAND : : OREGON**

## Princeton Products are Ornamental



Trees, Shrubs and Evergreens  
of high grade  
for the wholesale trade

**Princeton Nurseries**

Princeton in New Jersey

October 1923

## A Complete Assortment of NURSERY STOCK

Apple, Peach, Pear, Plum  
Cherry and Quince  
Small Fruits  
Ornamental Trees Shrubs  
Evergreens  
Paeonies Perennials  
Roses

**W. & T. SMITH COMPANY**  
Geneva, N. Y.

77 Years

1000 Acres

Write for special prices



## NURSERY SPADES

EXTRA LONG STRAPS

and

**REINFORCED AT  
BEND OF HANDLE**

also where

**STRAP IS WELDED  
TO BLADE**

*Made in Either Square  
or Round Point*



**T. ROWLAND'S SONS, INC.**  
Cheltenham -:- Penna.



stantial value to the president, the general manager, the auditor and other executive heads of the various member companies. It suggests some of the preliminary steps that may well be taken in order to make sure that the association's uniform cost accounting methods are put into use most effectively.

### PROFITS FROM PECANS

By H. K. MILLER, Monticello, Florida

*Read Before the Southern Nurserymen's Association at Atlanta, Ga., September 5-6, 1923*

Twenty years ago it required an unusual degree of faith and courage to invest one's time and money in the development of a pecan orchard. At that time it was a matter of pioneering in a new province of horticulture. The individual behavior of a few trees here and there gave some promise of easy conquest if only these trees could be duplicated in large numbers and subjected to intensive orchard management.

The problems of duplication yielded to persistent effort, intensified by the lure of rich rewards to be had from the sale of abundant crops of choice pecans. The planting of orchards increased from year to year until now the annual setting of trees is around the half million mark. That the universally hoped for large yields have not materialized in many cases is common experience: yet the setting of pecan trees is steadily increasing by leaps and bounds throughout practically the entire cotton belt. Profit, or the hope for profit, must be in evidence else the planting of orchards would have long since been abandoned.

The question of probable profit would, and should, be of prime importance to any one who would venture to invest in, or plant out an orchard. What do we find after some twenty or thirty years of effort in the promotion of this industry, to justify the present activity in planting pecan trees? To venture an answer I shall have to use negative as well as positive phases of pecan growing and use more or less redundancy to arrive at one and, at best, it may end with a question mark.

Beginning with the negative side let it be said that there have been many failures in attempting to grow pecans. Why should this be the case? One explanation is that pecan growing started at a time dating back into dim pre-historic ages when nature selected the grove sites and in obedience to her own laws reared the trees, ages old, generation on generation through the vast centuries under the influence of sunshine and shade, rain and dew and other forces at her command, she placed at our disposal the Columbian, Centennial, Nelson, VanDeman, Frotscher, Pabst, Stuart, Moore, Success and Schley. These chance specimens and others, from the millions of seedlings, we have undertaken to propagate and transplant to a new environment and force them, by cultivation, to become the foundation of a new industry. All this in the brief span of some thirty years. If a tree were capable of speaking our language, what would a thriving two hundred year monster with its roots deeply imbedded in the rich alluvium of the valley of the Brazos say of one who was discouraged because he had failed to secure from one of its offsprings that had been transplanted, only fifteen years to a run-down cotton field on a Carolina hillside? I make use of all this redundancy of expression to express the fact that most of our attempts at pecan growing have been made under conditions which do not prevail in the environment of native pecan trees, that we are attempting to make the trees adjust themselves to adverse natural conditions; that we are dealing with a new thing under the sun and at best the most learned pecan-grower is still an apprentice or perhaps it were better to say a novice at the game. It takes several years for a pecan tree to begin to bear, about ten years to yield worth while crops and fifty years to reach its prime. We nor any of our children need worry about the swan song of its senility. Still on the negative side it will be profitable for us to understand that mistakes have been made and plenty of them. Fortunately many of these mistakes may be corrected and the apparently lost cause may be turned to profitable account.

The propagation and dissemination of such varieties is Columbian and similar sorts, including Centennial, Jumbo, Nelson, Giant and VanDeman have nearly always resulted in poor returns.

It is difficult to assign a reason for these inferior varieties having ever been propagated but it was in the early days when size was the chief consideration and little attention was given to quality, yield and other characteristics. A great many of the earlier plantings were of these varieties or others equally undesirable and the indifferent results were responsible for lack of interest for some time. Many such orchards have been top-worked to more suitable kinds thereby converting seeming losses into positive gain.

Another practice which made for negative profits was the planting of trees on poor land or that which was unsuitable. This has caused a far greater loss in the aggregate than is generally supposed because it includes not only the initial costs, and after care, but also the crops which might have otherwise been secured. If one does not think enough of a budded pecan tree to plant it on the best land at his disposal it were far better to place the purchase price of the tree on 4% savings account in a bank. Negative results have also been caused by attempting to grow, otherwise excellent varieties, in a climate that is not adapted to such kinds. This must in a large measure be accredited to the experimental period that was necessary, and the results were entirely unforeseen. It is also true that new and unknown insect pests and fungus diseases made their appearance, and methods of control had to be devised.

Perhaps the chief cause of shortage in expected returns has been due to the belief that pecan growing was an exception to all the laws of nature and would afford easy money by merely wagering the price of the trees and the cost of planting them. Few indeed are the pecan orchards which have received adequate care. Turning to the profit side of the ledger do we find anything to account for the present annual planting of half a million pecan trees? Enough has been done to find that the pecan nut has readily been absorbed by the buying public at good prices up to the present time.

Many orchards have had fairly good care throughout the pecan belt and have demonstrated that good returns may not only be expected but are actual realities. To cite a few examples, one orchard of 30 acres in south Mississippi produced an average of 32 pounds per tree the 9th year from planting, netting around \$9000.00 for a single crop. Needless to say this orchard had received excellent care. A five acre tract in south Alabama averaged 42 pounds the 9th year from planting per tree. This crop alone paid the entire cost of this orchard up to and including that year.

One grower with moderate means developed a 20 acre tract. When this orchard was 12 years old the owner found himself burdened with a rather formidable mortgage. The orchard got busy about this time and with a single crop lifted the mortgage. This orchard has since produced as high as \$7000 worth of pecans in a season and is still well under 20 years old.

These are a few of the outstanding orchards which have many counterparts over the entire south and it is these well cared for tracts that account for the present activity in setting new orchards.

Such yields, while possible, are not to be expected from large commercial orchards of like age. To produce similar results would doubtless require a rather large overhead expense. However, actual yields as given by Mr. J. M. Patterson, one of the largest and most successful growers in the Albany district are herewith given. About 5000 acres are under his management. One unit 15 years old had reached 227 pounds per acre. This made a return of about \$120.00 per acre. Another tract of 309 acres averaged at 14 years 280 pounds per acre, and another block of 980 acres averaged 100 pounds per acre the 12th year.

In view of the uncertainties which prevailed, and the meager information available, at the time Mr. Patterson began his operations at Albany, he has accomplished rather wonderful results, and it can be safely assumed that if he were to undertake a new development at the present stage, a far better showing could be made. In fact his last extensive planting of some 750 acres comprising a part of the Illinois-Georgia tract at DeWitt Georgia, gave the unprecedented yield of 7000 pounds the 6th year, followed with a crop of 21000 pounds the 7th year. I do not have



## HOOPES, BRO. & THOMAS CO. THE WEST CHESTER NURSERIES

West Chester, Pa.

Established 1853

Incorporated 1907

Apples, 2 yr. buds and 3 yr. grafts  
Standard Pears, 2 years  
Cherries, sweet and sour, 2 yrs.  
Peaches  
Norway Maples, 1½" and up  
Boxwood Pyramidal  
Abies, Nordman's  
Arbor Vitae compacta, conica densa, globosa  
Retinospora argentea, compacta, filifera, filifera aurea, pisifera, pisifera aurea, plumosa aurea  
Spruce hemlock, oriental, polita and white

*Send Us Your List of Wants*

## General Assortment —OF— NURSERY STOCK



FRUIT TREES  
SMALL FRUITS  
RHUBARB  
SHADE TREES  
SHRUBS  
ROSES  
APPLE SEEDLINGS  
CLEMATIS PAN  
CATALPA BUNGEII

Let us have your want list for special quotations.

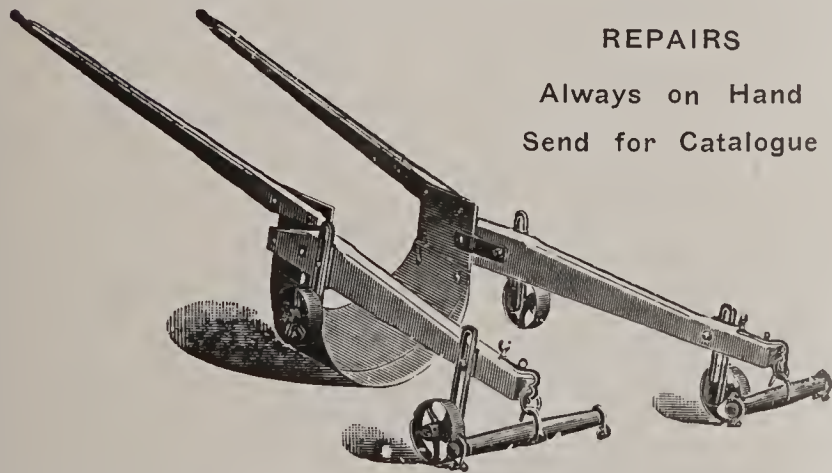
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OTTAWA, KANSAS

1857

1923

## BRAGG'S COMMON SENSE TREE DIGGER



REPAIRS

Always on Hand  
Send for Catalogue

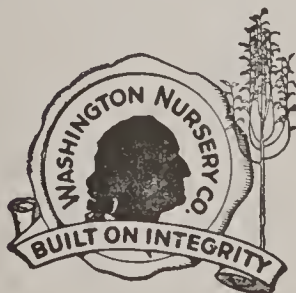
Digger gets All the Roots at the rate of Twenty to Forty Thousand trees per day, and only needs same power as plow

**L. G. BRAGG & CO.**  
KALAMAZOO, MICH.

## They Like Our Seedlings

To date (July 1st) we have booked orders for more seedlings than all last year.

Numerous compliments from leading firms in almost every State in the Union testify that our seedlings excel.



Moisture under control, a long growing season, continuous cultivation, freedom from fall rains when ripening stock, and knowledge born of a lifetime's experience, enable us to deliver to you a superior product—a thoroughly matured seedling.

Send us a list of your wants.

## WASHINGTON NURSERY CO.

TOPPENISH, WASHINGTON

(In the Famous Yakima Valley) BOX P 1



the yield for the 8th year but this the ninth year will show a very heavy increase judging from the looks of the crop now on the trees. This young orchard doubtless holds the record for one of its age and size and is considered one of the best in the United States.

The profits thus far indicated from the yield of nuts is of minor importance as compared with the enhancement in value of the orchard during the first 20 years. An orchard of good varieties on good land and under good management has been conservatively estimated to increase in value at the rate of \$50 per acre annually. Such an orchard should be worth \$300 per acre at the end of five years, \$500.00 per acre at the end of ten years and \$1000.00 per acre at the end of 20 years. There are many orchards that could not be purchased at even much higher figures. These values are dependent on the crop production coupled with the average price of nuts on the market. The average price of pecans is the essence of the whole matter and is what, ultimately, will fix the valuation of pecan orchards, as well as determine what profits may be had from growing pecans.

Until the present time the improved pecans have been a luxury commanding good prices. The production of pecans this year will approach twenty million pounds according to reliable estimates, and while this is a very small matter of three or four ounces per capita population for the country, it is a big matter when it comes to marketing this large tonnage.

It behoves the growers to adopt cooperative marketing without delay. This tonnage is coming on in ever increasing waves and in a very short time unless our marketing facilities are improved and organized on a scientific basis, we will face ruinous prices, produced by indiscriminate, individual selling. Our condition will then be no better than that of the Western wheat growers or the cotton growers of the South. Here are two examples of prime necessities which, owing to improper marketing are gradually bringing poverty to the producers regardless of the long hours of toil expended in their production.

We hope and expect the pecan to soon become a commodity and a necessary food product rather than a luxury, but we should take time by the forelock and steer clear of the utter ruin which will be a sequence to our present selling methods.

We have had the National Pecan-Growers Exchange with headquarters at Albany for several years but as yet many growers have not seen fit to market their crops through this organization. Perhaps one reason is that the necessity has not been acute. Why should we wait for such a calamity? Lack of co-operation may be the result of differences as to methods employed. In order that all may be accommodated there was recently started a new organization by some of the leading growers of the South. This has been temporarily organized under the name of The Southern Pecan Growers Exchange and is to be a strictly cooperative selling agency.

Mr. R. B. Small, Macon, Georgia is temporary chairman. These growers have issued a call for all interested growers of pecans to meet at Albany, Georgia, on the 7th of September, for perfecting the organization and for making arrangements for marketing this year's crop.

It will function on a non profit basis and be incorporated under the Georgia law, on a strictly Democratic cooperative plan, fashioned after such associations as have been tried out and proven successful. It will be its aim to encourage the consumption of pecans, to stabilize the industry and make it possible for the grower to get fair price for his product. It will also insure the buying public against unmarketable pecans, furnishing a uniform, standard, product at reasonable prices and eliminate speculation.

It is urgent that every grower of pecans market his crop this year through one of these exchanges.

They should get in touch at once either with the Southern Pecan Growers Exchange, Mr. R. B. Small, Macon, Georgia, Chairman, or with The National Pecan Growers Exchange, Albany, Georgia, in order that they may aid in this forward movement to safeguard their interests.

The ultimate profit from pecan growing is in the balance, through cooperation it may be made secure. Will the growers heed the warning?

## FRUIT MEN OF EAST TO ASSEMBLE AT BIG NEW YORK APPLE SHOW

The thorough manner in which State Committees have done their work in the fourteen states participating in the Eastern States Apple Exposition and Fruit Show to be held in New York City, on November 3rd to 10th have already assured a very large attendance of fruit growers and horticulturists. The attendance of fruit men will be considerably augmented by the annual meeting of the American Pomological Society which will be held in connection with the Exposition.

One entire floor of the Grand Central Palace will be given over to state exhibitors of apples and fruit products. Space on this floor has been largely provided free by action of state legislatures or by public subscription. Another floor will be devoted to commercial exhibitors including cider manufacturers, nurserymen, and manufacturers of spraying material and equipment and other farm machinery.

This exposition will differ from most shows in that it will consist of thoroughly practical exhibits instead of fancy fruit in plates. All fruit will be shown in commercial packs and in such condition as might be sold to any one of the 100,000 or more city folks who are expected to visit the show. There will be in fact an opportunity to sell fruit and any other products in small or large quantities and many exhibitors are preparing to sell or take orders for large amounts.

### CATALOGUES RECEIVED

- Mt. Arbor Nursery, Shenandoah, Iowa.  
Wholesale Trade List.
- New Zealand Association of Nurserymen.  
Spring Edition of Trade Register.
- D. Hill Nursery Company, Dundee, Illinois.  
Wholesale Trade List.
- California Nursery Company, Niles, California.  
Trade Price List.
- Leesley Bros. Nursery, Chicago, Illinois.  
Wholesale Catalogue.
- Harlan P. Kelsey, Salem, Massachusetts.  
Special List of Lining Out and Specimen Stock.
- Huntsville Wholesale Nursery, Huntsville, Alabama.  
Wholesale Price List.
- Kallay Bros. Company, Painesville, Ohio.  
Wholesale Price List.
- Parker Bros. Nursery Company, Fayetteville, Arkansas.  
Wholesale Price List.
- Conard and Jones, West Grove, Pennsylvania.  
Wholesale Trade List.

## NEW YORK STATE NURSERYMEN'S ASSOCIATION

*The Summer Meeting Was Held on Board the "S. S. Ontario," Enroute to Cobourg, Canada, September 6th*

The members and their friends, about forty in number embarked at the Port of Rochester at 8.30 A. M., and arrived in Cobourg at 1.30, where several of the younger members engaged in a ball game, the others wandered about the quaint old town. The return trip was made at 3.15 P. M., arriving in Rochester about 8 o'clock. The weather was perfect and the lake calm, and all agreed that the trip was a most delightful one.

Visitors who accompanied the party were Messrs. Bohlender, Cultra, Griesa, LeBar and Schumaker.



## SEEDS FOR NURSERYMEN

I am now booking orders for: TREE and SHRUB SEEDS, PEACH PITS, MAZZARD AND MAHALEB CHERRY, MYROBOLAN PLUM, FRENCH CRAB APPLE, FRENCH, JAPAN, CHINESE AND KIEFFER PEAR SEED.

All seeds of new crop and best quality. Send me your list of wants and I will quote you by return mail.

**THOMAS J. LANE**  
SEEDSMAN  
DRESHER, PA., U. S. A.

## EVERYTHING IN SEEDS, BULBS AND PLANTS AND ROOTED CUTTINGS

**ROMAN J. IRWIN, Inc.**  
43 W. 18th Street  
New York City

## GOOD & REESE PEONIES

THE ONE FLOWER  
FOR ALL

WE HERE LIST A FEW OF THE BEST CUT FLOWER VARIETIES. IF IN NEED OF OTHERS, WRITE FOR OUR NEW PRICE LIST WHICH IS JUST ISSUED

- 141 **ALBATRE**—(Crousse, 1885.) Milk-white.
- 12 **ALBERT CROUSSE**—(Crousse, 1893.) Delicate shell-pink. Grand cut flower.
- 35 **AMERICAN BEAUTY**—(Crousse, 1886.) Brilliant crimson.
- 228 **AUGUSTIN d'HOUE**—(Calot, 1867.) (Synonym, Marechal MacMahon.) Deep, rich brilliant solferino-red, with fine stem and largest flower; the best cut-flower red.
- 132 **AVALANCHE**—(Crousse, 1886.) Milk-white.
- 128 **COURONNE d'OR**—(Calot, 1873.) This is the famous Crown of Gold. Snow-white, reflecting golden-yellow stamens. Extra.
- 79 **EDULIS SUPERBA**—(Lemon, 1824.) This is the famous Decoration Day Peony. With us in Ohio it never fails to be in full flower on May 30th. Color a beautiful bright, clear pink, with silvery reflex. To those who want flowers on Decoration Day, buy Edulis Superba.
- 93 **EUGENIE VERDIER**—(Calot, 1864.) Pale hydrangea pink, collar lighter; center deeper, flecked crimson; fragrant; very distinct; from Eugene Verdier, with which it is often confused.
- 30 **FESTIVA MAXIMA**—(Mieliez, 1851.) This is not only the finest white in existence, but many regard it the queen of all the Peonies. A grand cut-flower variety, in flower usually for Decoration Day.
- 67 **GOLDEN HARVEST**—(Rosenfield, 1900.) A beautiful tri-colored bloom of peach-pink, golden-yellow and paper-white. Elegant.
- 3 **HUMEI**—(Anderson, 1810.) Rose type; late. Very large, compact flower that is quite striking. Color cherry pink, highly cinnamon scented. This is an old standby, being used largely for cut flowers.
- 122 **JEANNE d'ARC**—(Calot, 1858.) Peach-pink.
- 28 **LADY LEONORA BRAMWELL**—(Synonym, Docteur Bretonneau.) (Verdier, 1854.) A beautiful pink Peony. Will keep as a cut flower in cold storage longer than any known variety; some say for two months.
- 103 **LA TULIPE**—(Calot, 1872.) Enormous globular, fragrant flowers, delicate blush-white, shading to ivory-white, with red tulip markings on outside of guard petals. Stays in bloom for two weeks; fragrant. Grand cut-flower variety.
- 275 **L'INDISPENSABLE**—(Origin unknown.) Lilac-white, shading to violet-rose toward the center; a very double, handsome flower of immense size.
- 168 **LIVINGSTONE**—(Crousse, 1879.) Very full, imbricated bloom; both buds and flowers are large and beautiful.

Color pale, lilac-rose with sheen of silver; very free, sure bloomer in clusters; upright, erect grower; fine cut-flower variety; one of the prize winners.

- 19 **MADAME CALOT**—(Mieliez, 1856.) A wonderfully free white-blooming Peony, the flowers overlaid with delicate blush. A great cut-flower variety; blooming with Edulis Superba. Always in flower with us for Decoration Day.

- 16 **MADAME DE VERNEVILLE**—(Crousse, 1885.) One of the most charming varieties on the market. We have counted sixty-five large, perfect blooms on one plant open at the same time; fine cut-flower variety.

- 7 **MADAME EMILE GALLE**—(Crousse, 1881.) Large, double, cup-shaped, imbricated flowers; color delicate sea shell-pink with touches of heliotrope and lavender. This is probably the most ethereal of all Peonies; inexpressibly grand. Not a new Peony, but scarce and rare.

- 35 **MEISSONIER**—(Crousse, 1886.) Very brilliant crimson. In some cut-flower markets known as the American Beauty Peony on account of its resemblance in color to the Rose of that name; good cut-flower variety; in fact, some think it the very best red for cut flowers.

- 48 **MONSIEUR JULES ELIE**—(Crousse, 1888.) This is king of all Peonies, and is without question M. Crousse's masterpiece. Color an ideal glossy lilac-pink, shading to deeper rose at the base of the entire flower, overlaid with a sheen of silvery-rose that fairly dances and shimmers in the sunlight. An unapproachable variety from any standpoint. When cut in the bud a good keeper, thus is fine for cut flowers. Blooms about the same time as Festiva Maxima, maybe a couple of days later.

- 61 **NE PLUS ULTRA**—(Mieliez, 1856.) Fine, bright pink. Very free; fine for cut flowers.

- 40 **QUEEN VICTORIA**—(Synonym for Whitleyi.) (Eug. Hart, 1830.) The very best every-day white. When cut a first-rate keeper. Flower of good substance and color; very pretty in the bud state, when it has a faint blush tint; an old standby.

- 78 **RUBRA SUPERBA**—(Richardson, 1871.) Magnificent, rich, brilliant, deep crimson, without stamens; very large, full and double; highly fragrant, and the best keeper of the whole family. It is decidedly the best late black; absolutely indispensable to any fine collection.

- 524 **VENUS**—(Kelway, 1888.) A delicate shell-pink; extra for cut flowers.

Whether your space is limited or your garden embraces acres; whether your soil is rich or poor; whether you have experience or not—the hardy plant that will unfailingly reward you with glorious flowers carried on wonderful stems is the PEONY. Over a quarter century ago, the founder of this business became one of the pioneer boosters of this superb flower. With unfailing energy and steadily growing enthusiasm, he worked up one of the finest Peony collections in this country. The joy he derived in doing this partly expressed in a unique work entitled "Peonies for Pleasure," pronounced one of the most inspirational pieces of business literature published.

### YOU, TOO, WILL PRIZE "PEONIES FOR PLEASURE"

It will help you to a better understanding and deeper appreciation of the loveliness of Peonies either as a cut flower or a decorative feature of the garden. Not a catalog, this unique volume serves rather as an intimate guide to all that's worth-while in Peonies. A copy of "Peonies for Pleasure" will gladly be mailed free of charge. Just ask for it on a postcard.

**THE GOOD & REESE CO.**  
SPRINGFIELD

LARGEST PEONY GROWERS  
IN THE WORLD

DEPT. G.

OHIO



# The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902

Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.  
Hatboro, Pa.

Editor .....ERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in  
Nursery Stocks of all kinds. It circulates throughout the  
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

## SUBSCRIPTION RATES

One Year in Advance .....\$1.50  
Foreign Subscriptions, in advance .....\$2.00  
Six Months .....\$1.00

Advertising rates will be sent upon application. Advertisements  
should reach this office by the 20th of the month previous to the  
date of issue.

Payment in advance required for foreign advertisements. Drafts  
on New York or postal orders, instead of checks, are requested by  
the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nursery-  
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be  
addressed, Editor, Easton, Md., and should be mailed to arrive  
not later than the 25th of the month.

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Hatboro, Pa., October 1923

**THE SOUTH** In analyzing the possibilities of the up-  
per South from a horticultural stand-  
point one is almost overwhelmed with the obvious po-  
tential wealth and possibilities of this section of the  
country.

By the Upper South is meant that region south of the  
Mason and Dixon line and north of the latitude of At-  
lanta, Georgia. Of the extreme Southern States with the  
citrus belt we need say nothing at this time, as it is some-  
what distinct from the region under consideration in a  
horticultural way of speaking.

To get a vision of the possibilities of this region it is  
necessary to analyze the flora in this section of the coun-  
try. Starting on the coast of North Carolina, say at Pam-  
lico Sound and going west to Asheville, one goes through  
a flora ranging from the subtropical to almost the north-  
ern limits of the Temperate Zone. Or in other words it  
is somewhat equivalent to traveling from North Carolina  
to Canada, as far as plant life is concerned, yet it is all  
in the one state of North Carolina. At the coast one  
finds the Mangrove swamps, Bald Cypress, the Live Oak  
trees covered with Tillandsia or Spanish Moss and grow-  
ing out in the yards and gardens are such things as  
*Camellia Japonica*, *Rhynscopernum*, *Bougainvillea*, *Azalia*  
*indica*, Marchiel Neil roses, Pittsפורים, Aueubas, Figs  
and other plants that the plantsman only sees growing  
under glass in the North. The Long Leaf Pine is ever  
present but as he travels west this gives place to the  
Short Leaf Pine which seems to cover the coastal plains  
where the peanut, cotton seem to be the prevalent crops.

As you travel inland and reach the Piedmont district  
the ground, of course, gradually rises and the flora  
changes, giving place to deciduous trees and shrubs that  
are more commonly met with in the North until one  
reaches the mountains where Asheville is located and  
you find the flora due to the altitude of a type similar  
to that of a much more northern latitude.

If such a region were cultivated to the same inten-  
sity as that of Holland and Belgium it would seem as if  
the one state of North Carolina alone could supply the  
needs in a horticultural way, at least, of the entire At-  
lantic seaboard.

Although wonderful strides have been made in the last  
few years it is still doubtful if the nurserymen of this  
section of the country are yet alive to its possibilities. In  
fact it is very difficult even to grasp what they are until  
they have been actually tried out, but in any view one  
may take they seem to be almost unmeasurable. It would  
seem that every plant that is grown by the ornamental  
horticulturists could find a home where it could be grown  
to perfection in this region, without the heavy overhead  
costs that are required to cultivate such plants under  
glass in the North.

The mountains of North Carolina are already well and  
favorably known in the trade as the home of the Rho-  
dodendrons and Azaleas and it is more than likely the  
future will see this group of plants grown in a very ex-  
tensive manner in this section of the country that seems  
to be so favorable for their development.

The fruit growing industry in apples, peaches, at the  
least, is already well proven, in fact there does not seem  
to be a line which the nurseryman is interested in that  
can not be brought to perfection in some part of this  
favored region.

It is very strange this country has practically been  
overlooked or somehow progress has moved westward  
rather than South, but those familiar with American  
history, of course, know the explanation. Its future de-  
velopment, however, is near, in fact, might be said to be  
already well started and will undoubtedly become a  
very important section of the country from the nursery-  
man's point of view.

It is interesting to note that news notes relating to  
trees are frequently seen in the daily press. It is a good  
sign and should be encouraged.

"The old willow that grew on the campus at Penn-  
sylvania State College has been blown down. It was  
planted in 1858 by Prof. Wilton G. Waring, when the  
college was a Farmer's High School, and was known to  
twenty thousand students who have attended Pennsyl-  
vania State since that time."

## REPORT CONCERNING CHICAGO CONVENTION

By PAUL C. LINDLEY, Pomona, N. C.

*Read at Southern Nurserymen's Association, Atlanta,  
September 5-6, 1923*

The subject covering the Chicago Convention has been allotted  
to me by President Howard I presume on account of my past  
position as president. I was going to say "familiarity" but was  
reminded of the story of the colored man who asked a contractor  
for a job driving a team and was asked the question, "Boss ah  
knows too much about mules to get familiar with them." Now  
I had most too much to do at Chicago to tell you of anything  
except what happened during executive meetings.

The program for this year's meeting was made with the idea  
that the nurserymen, not having entertainment of any kind,  
would attend the sessions, but the greater portion of the three  
hundred in attendance seemed to think the A. A. of N. affairs  
were in the hands of an excellent executive committee and it



## FALL 1923

SEND US YOUR WANT LIST

Apples, 1 and 2 Year  
Peach

Grapes, 2 and 3 Year

Asparagus, 2 Year

Ornamental Trees and Shrubs

California Privet, 2 Year

Barberry Thunbergii

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629-631 N. Howard St. Baltimore, Md.

## THE SHENANDOAH NURSERIES

Established 1870 by D. S. Lake

SHENANDOAH, IOWA

For Fall 1923 we have our usual complete assortment but call your attention especially to the following:

APPLE, One & Two Year Cherry, Two Year  
Good Variety List Very Fine

PEAR, Standard and Dwarf  
One and Two Year

PLUM

Americana, Hansens, Japanese, and Compass

PEACH and APRICOT GRAPE  
Leading Varieties Complete List

GOOSEBERRIES and CURRANTS  
All popular sorts

Acres of Shade Trees, Forest Tree seedlings, Ornamentals and Roses

WE SPECIALIZE IN

Apple and Japan Pear Seedlings, Imported  
Fruit Tree Stocks, Apple Grafts

Send Us Your Want List. Glad to Quote.

A. F. LAKE  
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Vice Pres.

R. S. LAKE  
Sec. & Treas.

## FRENCH FRUIT STOCK

December—February Shipment

DIRECT IMPORTS

Pears, Apples, Mahalebs, Mazzards,  
Myrobolans, and Quince

ALSO

Manetti and Multiflora Rose Stocks

This Is Our 21st Year Representing  
Vincent Lebretons Nurseries, Angers, France

Place your order now while all stocks are  
available and avoid disappointment later on.  
Send for price-list and details.

McHUTCHISON & CO.

95 Chambers Street

New York, N. Y.

## SHADE TREES

NORWAY MAPLES—1½ inches up to 3 inches.

SUGAR MAPLES—6 to 8 feet, up to 4 inches.

EUROPEAN SYCAMORES—Several fine blocks.

PIN OAK and RED OAK—8 to 10 feet and larger.

AMERICAN ELMS—1½ inches and larger.



## EVERGREENS

RETINOSPORA—Picifera Aurea, Plumosa, and  
Squarrosa, 4 to 7 feet.

NORWAY SPRUCE—Sizes up to 7 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of leading varieties of Fruit Trees, Shrubs,  
Roses, and Perennials.

THE COLE NURSERY CO.

Painesville, - - -

Ohio.



was not necessary for them to leave the lobby where lively trading and buying was going on day and night. The consequence was that after the opening session the number in actual attendance was small. A working executive committee removes much discussion from sessions which a few years ago attracted a large "gallery."

Sizing the situation for the Southern, I wonder if I am talking to a lot of strangers, non-members of the A. A. of N., and am going to ask all the members to rise. Thank you. 24 out of an audience of over 100.

Hasn't the time arrived when our membership should come to us asking for the privilege of becoming members without our spending something like \$7 per member. Last year that was the actual cost for booklets and publicity mailed to about four thousand nurserymen for ninety new members. Getting that number by Secretary Sizemore and Publicity Manager Rockwell was one of the outstanding reports at Chicago. While this is getting away from the report I was asked to give I think you will pardon me if I try to tell how you can strengthen the A. A. of N. and what it can do for you.

I noticed in a trade paper a few days ago that the nurserymen and horticulturists in Alabama were very much exercised concerning new laws. I am not familiar with the nature of same and some may say that it is a state affair, but it effects all of us; but, banded together, a proper solution can be worked out for our mutual benefit. Problems in distribution is one of the features that a national association is trying to work out, as well as economy in production. "The way that pays" is the association way to prevent you from getting deeper into the rut, which is the greatest fault of our industry; we follow, but seldom lead. Women's clubs, Rotary, Kiwanians, Civitans, and Lions, and all civic clubs are talking our business. What are the nurserymen doing? Are they offering new varieties, novelties, and, last of all, service? Opportunity is knocking but year after year it is the same old catalogue, same old variety list, and, unfortunately, many of us also consider the sale forgotten when the order is boxed or baled.

There are many other reasons why you should be a volunteer. A few brief ones are: Express service, lower rates and embargoes, association influence will secure satisfactory solutions. We can only influence legislation that is beneficial to our industry by being a well organized body. The larger the association the more effective will be its work along all lines. Our vigilance committee is a protection to assist in preventing the small number of the dishonest trade from the honest, reliable firm.

Isn't it a paying investment, not a tax or fee, to help the association when we are trying to solve your transportation problems, improve the industry, correct all troubles through our committees, give strength, protection, success, and a paying investment to your business? We are only asking for your co-operation and a small fee for a dividend paying investment.

Getting back to my subject. The first day of the Chicago Convention was mainly taken up by committee reports that contained many important things accomplished and new ideas for the coming year. As most of these reports were published in the trade papers, I will not take up your time to discuss, except the report of special committee on organization which concerns our southern and all other state and sectional associations. The new by-law read as follows:

"Section 2: That all state and regional nursery associations affiliated with the American Association of Nurserymen become members of said Association, the membership fee to be \$10 each. That said state and regional nursery associations appoint, previous to the national meeting, a member from their association, and an alternate, who will attend the National Convention, who, with similar appointees from each state and regional nursery association shall constitute the nominatory committee whose duty it shall be to present nominations for offices at the annual meeting and to recommend the next place of meeting for the association. The president shall on the first day of the convention, call together the state and regional representatives and acquaint them with their duties—said representatives shall on the second day of the convention make their recommendations and post said names on a bulletin board over the signature of the chairman.

Ten members shall constitute a quorum; in case there is not a quorum present, the president shall appoint such members

from those present, a sufficient number to constitute a quorum. The recommendations of said committee shall not preclude other nominations or a place of meeting on the floor."

I would like the Southern to be among the first to join, also take a page advertisement in the yearly Badge book, giving the date and place of our annual meeting. An appropriate S. N. A. cut or insignia would cost very little and help make an attractive page.

M. Q. McDonnald, Washington, D. C., head of the unfair bureau of the paint and varnish industry, discussed trade ethics. This industry was the first to take up bribery in business dealings.

Professor J. K. Shaw delivered an interesting illustrated lecture on Tree Certification which showed the possibilities at small expense of ridding our nurseries of "misfits."

Mr. J. M. Irvine, of the Country Gentleman advertising staff, talked on general trade topics, a get out of the rut, give service and charge for it talk. I hope the group present got "charged" and will join hands in charging the industry.

One of the regrets was that we were denied the pleasure of having with us and hearing Walter Hillenmeyer on Summer Planting. He has something that all of us can use advantageously and successfully.

Usually after regrets come mistakes. We meet next year in Atlantic City. I hope President Kelsey will have the doors locked after the first session convenes and will appoint a member to look after not over four other members and fine him heavily if his charges are not regular attendants at all meetings. Listen, President Kelsey lived many years in the south, he is a hard worker. Let's co-operate and help this successful southerner for a productive year. It is for us to help "carry on," not so much just to secure new members as to increase the work and efficiency of those who are already enrolled.

In a nut shell, the Chicago Convention was not conspicuous for its adherence to parliamentary procedure, but the reports, debates, and addresses showed thought and made a deep impression. It was not free from numerous criticisms, but criticisms are necessary for growth, fellowship, inspiration, knowledge, and a broader vision for our industry follow any national association meeting.

Southerners, help us "carry on."

## BUSH FRUITS FOR THE SOUTH

By W. N. SCARFF, New Carlisle, Ohio

*Read Before the Southern Nurserymen's Association,  
September 5-6, 1923*

Each year shows a great increase in the demand for this class of nursery stock in southern territory and there is evidently a wonderful field to develop along these lines.

The railroads appear to be the first to recognize this fact and have already taken steps to blaze the trail for the opening up of this section for the general planting of Bush Fruits. We have had considerable correspondence with the Agricultural Agent of the L & N. R. R. relative to the varieties best adapted to this territory and the season most suitable for planting this stock in the south. The agent came later in person to our office in order that he might go into the matter more thoroughly and to make arrangements for some trial orders to be sent to the different sections of the the south to demonstrate the possibilities of this branch of Horticulture along their railroad line.

We think it possible to grow in the south practically all of the varieties that we grow in the northern states, but owing to the long haul to market, for the surplus over that required for home markets, it will be necessary to choose a few select kinds that will combine all the necessary good points to make them general favorites among growers and at the same time possess quality and shipping merits that will land them to the ultimate consumer in such condition as to command repeat orders for daily large consignments.

The Strawberry has already found favor in the north and your consignments are assuming such proportions as to claim the attention of buyers and distributors in all the best markets of the country today.

It is therefore not the purpose of this paper to discuss the Strawberry as these growers are amply able to handle this fruit





For 20 years we have specialized in Native Rhododendron, (five different varieties) Kalmia, Azaleas (seven different varieties), and Leucothoe. We collect from the mountains of North Carolina, the Virginias and Pennsylvania, and supply carload lots direct.

At our Stroudsburg Nursery are assembled great quantities of choice collected stock, including wonderful specimens, together with 60 acres of nursery grown stock of unrivaled quality.

We supply from Stroudsburg one plant or a carload of any kind and size in Nursery or semi-Nursery grown, at attractive prices.

Please let us tell you how to succeed with Rhododendron, even in Lime country, and send you booklets and prices.

*Booking Orders Now for Spring, 1924*

## LaBARS RHODODENDRON NURSERY

Collectors Stroudsburg, Pa. Growers

The picture is one of the beds of Rhododendron Caroliniana grown from small roots.

### TO EXCHANGE

We have a surplus of two year Jonathan, Delicious, Wealthy and Yellow Transparent apple. Very fine which we will offer in exchange for the following two year stock:

Baldwin, Spy, Grimes, Hubbardson, R. I. Greening, McIntosh, Chenango, Stark, Wagner, Fameuse and Sweet Bough.

We are in the market for peaches and one year plums.

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with success and with much profit to themselves and to give to the transportation companies a large volume of profitable business each year.

The Bush Fruits are not so well known as the Strawberry and it will require a campaign of education among southern growers as to varieties, location, soil, culture and the proper season for planting. To these cardinal points then we call your attention and we will briefly present to you what we have learned about the handling of this class of fruit and our opinion as to the conditions necessary for the commercial success of the planting of same in the south.

#### VARIETIES

We consider the selection of the proper varieties for planting the most important steps necessary for success. The fruit must be firm enough to carry well to destination over the long haul to our northern markets. It must also have size sufficient to command a fancy price when it reaches our markets for it will not pay to ship poor grades that bring only a fair price as the cost of the shipping and the overhead expense will eat up the profit on all but the very finest kind of fruit. It must likewise have quality sufficient to please the palate and to whet the appetite of consumers so that there is a continual call for more. It must ripen at a season that it can be marketed before the home grown fruit is ripe in the territory where shipments are made.

One or two varieties, or types of varieties, only should be grown so that the name of the variety of fruit shipped has advertising value as well as nutritive value. Good grading, full measure, neat crates and clean cups must be looked after as a matter of course.

It is a delicate thing for one to come from a certain section of country to another and to attempt to give advice, especially on a subject of the importance as the naming of varieties best suited for planting, but when you remember that we have dealt with your people for more than a quarter of a century and have shipped plants to almost every quarter of the south and have had reports of varieties and methods of planting from many sources and have given much study to select the ones of the most value to your section you will then realize that we are in a position to know something of what should and should not be planted.

This is especially true since we are at the most important location, the market end and see with our own eyes the kind of fruit that our markets will buy and are willing to pay a price that will leave a margin of profit to the growers.

Only last summer we saw a large consignment of fruit from the south, poorly graded, poorly packed shipped to a market already overloaded with home grown fruit of the same kind. The consignment had to be sold at a price that would barely pay transportation on the shipment and it was an honest deal too on the part of the commission man, but it was the best that could be done under the circumstances and we know the deal was far from satisfactory to the shipper.

It is to avoid just such losses as above that we submit the following list of varieties of Bush Fruits for commercial planting to the section of country south of the Ohio River.

Black Cap Raspberries—Plum Farmer and Cumberland.

Red Raspberries—King and St. Regis.

Dewberries—Lucretia and Austin.

Blackberries—Early Harvest and Eldorado

Possibly McDonald and Dalles. The two latter varieties are not hardy with us but there is a good demand for plants in the south and we presume they are of value in some sections but we advise much caution in planting them until they are better known.

Currants—Red Cross and London Market

Gooseberries—Houghton and Downing

There may be local varieties unknown to us that are profitable for you to plant but of the northern varieties we feel sure that the list named will prove the most valuable that can be selected. For home use and local markets there are many good varieties that may be added to this list but using the list as a nucleus for the main commercial planting other kinds can be tested and added as they are found of sufficient value to be worthy of a place in your plantation.

#### LOCATION

This subject must be treated from two view points. The first

is related to distance from shipping station and condition of market roads.

In the growing of perishable fruit such as berries the location should be near a good shipping point or at least located on a good market road so that deliveries can be made quickly and over roads that will not injure the fruit in hauling, as one or two bad jolts may do more harm than a long ride over a smooth road, but certainly no one would be so careless or thoughtless as to select a location for fruit growing that is not accessible to a good shipping point.

The other angle to location which we wish to lay more stress upon in location of the plant proper relative to protection from drying winds and hot sunshine. Fruit is more than 90% water and this must be supplied in sufficient quantity to make the product plump, juicy and full size; therefore it is necessary to either supply water by irrigation or by conserving the rainfall which is much the cheaper way. With this end in view we should locate, if possible, the berry field where it is surrounded if possible with timber or a least timber on the south and west side to protect it from drying winds and to break in part the hot rays of the sun. It would be suicidal to plant in an open field with no protection at all. Where the protection of timber is afforded the evaporation of the moisture is materially checked and aids greatly in bringing a crop to perfection. Select also a location with elevation sufficient to insure frost drainage. Many a crop has been lost entirely by late frosts by planting in low land where frosts settle from surrounding elevations.

#### SOIL

Any fertile soil that is well drained will produce good fruit. The most desirable soil is clay with sufficient sand to make it friable and easily worked. It is necessary to have in the soil elements of fertility necessary to produce the fruit crop, viz Nitrogen, Phosphoric Acid and potash with sufficient humus to allow the feeding roots to readily penetrate it and select proper food for the growing crop.

#### CULTURE

This is perhaps the real secret of success after the proper varieties are chosen. Clean cultivation is necessary and it must be frequent so as to conserve all the moisture possible for the period of fruiting. Another successful method is to mulch the rows heavily with straw, grass or corn fodder and cultivate only the center of the rows. This mulch not only holds the moisture but keeps the ground cool and the fruit bright and glossy.

#### SEASON OF PLANTING

Plantings may be successfully made in either fall or early spring. If in the fall the months of October and November are ideal for planting and good stands are assured if the plants are mulched carefully on the approach of freezing weather by placing one or more forks full of well rotted manure over each hill and removing this again in spring as soon as the danger of hard freezing is past.

If plantings are deferred until spring then if possible plow the ground in the fall, disc well in the spring and plant as early as possible so as to get the advantages of the early spring rains and cool soil. When once the soil becomes thoroughly heated and dry it is next to impossible to get plants to live and if they do survive they will make but little growth the first season.

If the directions outlined above are followed we feel sure that success will follow the planting of this class of stock.

The possibilities for such plantings here are wonderful for you have cheap lands, plenty of labor for gathering the crop, a mild climate and an early season of ripening that puts your fruit on an empty market ahead of northern grown fruit.

We have treated the subject more from a Horticultural stand point than from that of the nursery but before nursery stock of this class can be sold there must first be an educational campaign put over showing what can be done and the varieties to be used to insure success and unless this is done it may be many years before much progress is made to develop this industry on a scale that will be profitable to nurserymen.

This is a most satisfactory line of stock to supply customers as it brings quick returns to the grower and usually greater profits than he anticipated. It makes labor for the entire family as children of 10 to 15 years of age become quite expert in gathering berries. Women too find this light employment to their lik-



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| 7000 American Beauty     | 1500 Luxemburg           |
| 300 Bessie Brown         | 300 M. C. Ilchester      |
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| 2200 Etoile de France    | 1800 Mme. Caro. Testout  |
| 750 Etoile de Lyon       | 200 Mme. Jenny Guillemot |
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| 1400 Jonkheer J. L. Mock | 800 Mrs. Dudley Cross    |
| 1600 Killarney, Pink     | 4000 Magna Charta        |
| 300 Killarney, White     | 1800 Meteor              |
| 6000 K. A. Victoria      | 9000 Paul Neyron         |
| 300 La Detroit           | 6000 Radiance, Pink      |
| 2500 Lady Hillingdon     | 3000 Radiance, Red       |
| 2000 La France, Pink     | 1500 Sunburst            |
| 2000 La France, White    | 1100 Ulrich Brunner      |

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| 3000 American Beauty   | 2000 Marechal Neil |
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## ACID PHOSPHATE SAVES MANURE FROM DECAY

## VALUABLE ORGANIC MATTER PRESERVED FOR SOIL BUILDING

Soil and crop specialists at the Experiment Station at Geneva recently reported on the results of some experiments with manure in which they found that untreated manure lost almost two-thirds of its organic matter in four months, while by adding a small amount of acid phosphate to the manure this loss was reduced to only about one-fourth of the organic matter. This difference is accounted for by the fact that acid phosphate seems to check the growth of the manure bacteria which would otherwise destroy much of the organic material in the manure, say the specialists. Every year immense quantities of manure on New York farms suffer a considerable loss in this way before the manure reaches the soil.

## MANURE HELPS HEAVY SOILS

Aside from the chemical plant food carried to the soil by manure, much benefit is derived from the effect of the manure on the physical condition of the soil, declare the station workers. Heavy soils are lightened by the addition of manure. Manure also increases the water-holding capacity of the soil, and manured soils warm up more quickly in the spring. These physical benefits are attributed to the humus or organic matter added to the soil by the manure, so that the greater the amount of organic matter added the greater the benefit derived.

It is also pointed out that manure is deficient in phosphorus and that by adding acid phosphate a better balanced fertilizing material is obtained. From 80 to 100 pounds of acid phosphate per ton of manure is recommended as giving good results.

## PERMANENT AND PROFITABLE SOIL IMPROVEMENT

There are a good many farmers who are trying to make a go of it on land which is so poor and run down that it simply will not produce at a profit. They must go on taking less for their efforts year after year until they cannot go on any further—or they can start building up their land so that it will begin to bring them increasing profits each year. There is no question in any man's mind as to which course he wants to follow, but the trouble with many plans for soil improvement is that they do not provide a means for making a living, while the land is being devoted to the prescribed treatment.

According to Prof. J. B. Abbott, Massachusetts Agricultural College, the best system of soil improvement which he has observed in the last century—and he has seen it in operation all the way from the corn belt to the Atlantic Coast—is one which while not "spectacularly rapid" is economical, sure, and most important, one which pays its way as it goes.

1. Conserve rigidly all animal manures, solid and liquid.
2. Supplement them with phosphatic fertilizers.
3. Use more clover in "short rotation territory," use nitrogenous fertilizers on the hay crop in "long rotation territory."
4. Use high-analysis fertilizers on the cash crop.
5. Lime when and as much as necessary.

## UNITED STATES CIVIL SERVICE EXAMINATION

The United States Civil Service Commission announces the following open competitive examination:

## PLANT PROPAGATOR

The examination will be held throughout the country on November 7. It is to fill a vacancy under the Bureau of Plant Industry, Department of Agriculture, for duty at the Plant Introduction Gardens, Glenn Dale, Md., and vacancies in positions requiring similar qualifications, at entrance salaries ranging from \$1,500, to \$1,800 a year, plus the increase of \$20 a month granted by Congress.

The duties of the position include general nursery work, such as greenhouse management, field propagation of hardy plants, packing and shipping of plants, and the preparation of the necessary records incident thereto.

Competitors will be rated on practical questions on the handling and propagation of new plant immigrants and field station problems, and practical experience and training in the propagation of plants.

## GASSING PEACH BORERS

## TROUBLESOME PEST EFFECTIVELY CONTROLLED BY SIMPLE METHOD

Fruit growers have been much interested of late in the use of a chemical compound for peach borers which, under proper conditions, seems to give quite satisfactory control of the pest. This compound goes under the name of paradichlorobenzene and is a common and well-known chemical product which can be secured at a very reasonable price from any reliable dealer in insecticides. Entomologists at the Experiment Station at Geneva have been conducting tests with the material for the past two or three years.

The preparation comes in the form of crystals which are quite volatile and give off a characteristic odor. The usual procedure is to remove any weeds or grass growing around the crown of the peach tree and then place 1 ounce of the crystals in a ring about the tree. The soil is then drawn over the crystals and banked up slightly about the tree. The gas which is given off from the crystals penetrates the burrows of the peach tree borers and kills the young borers.

The Experiment Station entomologists report that their tests with paradichlorobenzene have shown it to be quite effective in controlling peach borers, altho they are planning further experiments with the material before announcing any definite conclusions. One interesting feature of the station tests is that trees which have been treated for two and three successive seasons show no ill effects from the use of the chemical.

## THE YELLOW DOGS

At the convention of the Southern Nurserymen's Association at Atlanta, Georgia, the Yellow Dogs held several "peaceful" sessions. All the "Green" pups running loose around the Hotel Piedmont were rounded up and chased into Room 604, where they were duly initiated by "Bob" Chase, ably assisted by the Fraser boys.

R. M. Johnson, W. C. Daniel, W. A. Scarff, Richter Smith, Leon Majewski, W. W. Bassett, Morgan Wood, James C. Odum, Roy L. Kerr, G. D. Skinner, Jac Katzenstein, Jr., J. C. Persons, F. B. Anglin, H. H. Lowmes, W. J. Smart, S. S. Gear, Ray Hastings, A. Etherington, James Brodie, W. C. Griffin, James L. Wright, P. J. Hjort, W. L. Munroe, Edwin Stark, C. M. Smith, H. L. Alexander, N. C. Butt, J. W. Cole, Otis G. West, S. A. Ault, E. C. Cook, William Cunningham Yost Grant, William Cunningham Yost Grant, Jr., Gustav Guggenheim.



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Saw Mills

We can furnish you crating lumber cut to size. We manufacture our own lumber and will contract to furnish your year's requirements.

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And  
Bowie, N. C.

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PRINCESS ANNE, MD.

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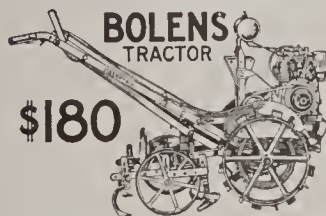
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# LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.  
DERRY N. H.



## Obituary

C. W. STUART

Charles W. Stuart, of C. W. Stuart & Company, Newark, N. Y., died at his home Sunday, September 16th. He had been in failing health for the past six years and the end was not unexpected.

Mr. Stuart was born on September 21, 1837, at Westerlo, N. Y., moving to Syracuse with his parents at the age of fourteen. As a young man he learned the jeweler's trade, which he worked at for ten years. In 1864 he moved to Newark and became interested in the nursery business with his uncle, William Brown. This business he soon purchased, becoming sole owner. In 1881 the retail business of these nurseries was established, the first office being in his residence on north Main street, at which time he was joined by J. M. Pitkin. These nurseries grew and expanded and were the principal industry that changed Newark from a little country town to one where its name has been carried to every state in the Union and has become quite a nursery centre.

Perseverance and organizing ability of Mr. Stuart has had a tremendous influence in the development and welfare of this community. He entered largely into its other interests including the church, social, civic and fraternal life, giving freely of his finances and counsel.

Mr. Stuart is survived by two sons, Charles H. Stuart, of Newark, N. Y., and Kenneth E. Stuart, of Philadelphia, Pa., and two daughters, Mrs. E. V. Peirson and Mrs. George C. Perkins, both of Newark, N. Y.

## HILL'S EVERGREENS

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Complete assortment of Evergreens, including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitaes, Cedrus, Taxus, Boitas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

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BOX 401

DUNDEE, ILLINOIS.

## CALIFORNIA PRIVET

### ASPARAGUS

### RHUBARB

Well Rooted, Vigorous Plants

### PEACHES in Assortment

Apple Buds and Grafts

Barberry Thun.

A Good Supply of

Hydrangeas, Deutzia, Spirea, Snow Berry,  
Evergreens and Shade Trees

Prices Right

## THE WESTMINSTER NURSERY

Westminster, Md.

J. J. Coen & Son, Neoga, Illinois, have started in the nursery business, growing small fruits, etc.

**WE HAVE FOR DISPOSAL** about 4 tons of good planting Darwin, Cottage and Rembrandt Tulips in the best varieties and invite offers for the lot. A list giving the sorts with approximate weight of each will be forwarded on request.

**JOHN WATERER SONS & CRISP LIMITED**  
TWYFORD, BERKS, ENGLAND

## SALES

**FOR SALE**—N. C. Natural peach seed screened at 10 cents per pound. These seed are collected where diseases are not known and your seedlings will be free from crown gall unless planted in infested soil. Seed of 1922 crop. We will have a few seed of 1923 crop at 11 cents per pound.

**E. W. JONES NURSERY CO., WOODLAWN, VA.**

**FOR SALE**—Japanese Barberry, Texas Umbrellas, Dutzias, Japan Walnuts, Abelia, Dogwoods, N. C. Screened Peach Seed. Please write for prices.

**E. W. JONES NURSERY CO., WOODLAWN, VA.**

## A SPLENDID OPPORTUNITY

Owing to ill health and advanced age of Mr. Thomas Rakestraw, the valuable Nurseries of The Rakestraw, Pyle Co., known as Willowdale Nurseries, Kennett Square, Pa., are for sale. Tract comprises 170 acres rich land, dwelling, commodious office, packing sheds, grafting rooms, fumigating house, garage and large barns and stabling. Products of Willowdale Nurseries known through the East, stock of fruit and shade, trees, shrubs, plants, at inventory. Price very reasonable and on easy terms.

**W. H. WALKER, Real Estate**  
201 Broad St., Kennett Square, Pa.

**FOR SALE**—An Iowa Nursery, Wholesale and Retail. Full equipment consisting of real estate, good storage cellar, some fine layer beds, a good business, well located, will lease real estate if preferred. Sickness reason for selling.

**BOX 25, CARE NATIONAL NURSERYMAN**

## WANTED

**FOR RENT**—One of the oldest established nurseries, with the stock and good will of the trade. On a ten-acre tract, close in and of best location, greatest opportunity for a nurseryman who wants to locate in a growing Western city.

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5000 Rhubarb roots for late October planting. Strawberry, pink or red stem variety and guaranteed true to name. Quote price on one and two year roots.

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Berry Plants, California Privet, Peach Pits, etc.

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#### We Have Them in Large Quantities

Catalpa Bungei, 1 and 2 yr. hds.  
Cut-leaf Birch, 1 yr., 3-4 ft., 4-5 ft.  
Barberry Thunbergii, 3 yr., 12-18 in., 18-24 in.  
Hydrangea P. G., 2 yr., 12-18 in., 18-24 in., 2-3 ft.  
Poplar Carolina—Lombardy, 6-8 ft., 8-10 ft., 10-12 ft.  
Spirea Van Houttei, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.  
Currants, 2 yr., No. 1; 2 yr. No. 2  
Grape Vines, 2 yr. No. 1; 2 yr. No. 2.  
Privet Cal. 2 yr. well branched, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.

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5000 Soft Maple 3-4 and 4-5' seedlings  
2000 Soft Maple 6-8' and up transplants  
2000 Ash 5-6' and up transplants  
10,000 Ash seedlings 2-3'  
3000 Box Elders 2-3', 3000 Norway poplars 5-6', 2 yr.  
Dahlias, Gladiolus, all colors, prices right.  
Send us your want list on above items.

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#### HARDY PERENNIAL FLOWER PLANTS

Delphinium, Alyssum, Hardy Carnation, Canterbury Bells, Centaurea, Foxglove, Aquilegia, Hardy Pink, Gaillardia, Golden Glow, Gypsophila, Hibiscus or Giant Mallow Marvels, Hollyhock, Hardy Pea, Lupinus, Forget-Me-Not, Phlox, Physostegia, Platycodon, Pardonthus, Oriental Poppy, Pyrethrum, Rudbeckia, Stokesia, Blue Salvia, Shasta Daisy, Sweet William, Tritoma, Valerian, Viola, Wallflower, Yucca and other strong field grown Hardy Perennial flower plants. Wholesale trade price list free.

**HARRY F. SQUIRES, HAMPTON BAYS, N. Y.**

### EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or if you wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties growing in our experimental grounds that are not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out.

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With well-developed Root Systems. Will please your customers. Let us quote you on Peach, Apple, Plum, Apricot,

FAYETTEVILLE, ARKANSAS

We Are Large Growers of Fruit and Nut Trees, Ornamentals and ROSES. Give Us a Trial. We Know the Quality of Our Stock Will Please You.

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Wonderful Root System

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(Incorporated)

Holland, Michigan

28 Acres in Perennials

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LEAVENWORTH, KANSAS

GOOSEBERRIES CURRANTS BLACKBERRIES  
CLEMATIS PANICULATA PEONIES ASPARAGUS

For Fall Delivery. Write for Prices.

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Growers of First Quality Pecan Trees. Dependable for giving profitable returns. All standard varieties. Place orders now.

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### PEACH SEED

Several hundred bushels from crop 1922. Better place your order now. 1923 crop will be very light.

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*Edition Price \$5.00, Postpaid*

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## THE NATIONAL NURSERYMAN

INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock.

Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

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*Boxwood, Rhododendrons, Andromedas, Ericas, Azaleas,  
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Inspect Our Stock.

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**Small Fruit Plants**  
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Our list quotes lowest prices.

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And Other Shade Trees in All Sizes

A Fine Lot of

### CALIFORNIA PRIVET

12-18 in. and 18-24 in.

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Ornamental Trees, Shrubs, Vines, Woody and Herbaceous  
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Approximately 500 species

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Correspondence from large planters solicited.  
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Sturdy, choice stock that can be  
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This New England soil and cli-  
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Special trade prices. By the thous-  
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## EVERGREENS

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Trees and Shrubs also.

We are headquarters  
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AT A NEGLIGIBLE PRICE.

STANDARD SIZES USED BY NINETY  
PERCENT OF THE NURSERY TRADE ARE  
8 in. X 1 in. AND 12 in. X 1 in.  
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Apple Trees (1 and 2-year)

Peach Trees

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Stock grown wide apart is bushy and well  
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*Special Quotations on Carload Lots*

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| 12 to 14 feet | 10 to 12 feet |
| 8 to 10 feet  | 7 to 8 feet   |
| 6 to 7 feet   | 5 to 6 feet   |
| 4 to 5 feet   | 3 to 4 feet   |
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## Arborvitae

American Chinese

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Blue Virginia Red  
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Glory of Boskoop

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Cephalonian Nordmann's  
White, or Concolor



5000 Norway Spruce. 2 to 12 ft.

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## Retinospora

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Japanese Graceful  
Japanese Golden  
Plume like  
Japanese Veitch's

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Koster's Blue Oriental  
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Colorado Blue

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2500—1 to 1½ ft. 50—2 to 2½ ft.  
1200—1½ to 2 ft. 50—2½ to 3 ft.

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Koster, 2 to 14 ft.  
White, 7 to 14 ft.  
Douglas, 2 to 16 ft.  
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Tiger-tail, 2 to 3 ft.  
Norway, 2 to 12 ft.  
Colorado B., 2 to 10 ft.

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# HARRISONS' NURSERIES

J. G. HARRISON & SONS, Proprietors

Berlin,

Maryland





# THE NATIONAL NURSERYMAN



NOVEMBER 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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Established 1847.

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**SPECIMEN EVERGREENS,  
FRUIT AND ORNAMENTAL  
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

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PEAR TREES  
GRAPE VINES, 1 and 2 Yr.  
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STRAWBERRY PLANTS—Leading standard and  
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BARBERRY THUNBERGII  
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EVERGREENS

CAN DO THIS STOCK IN CAR LOTS OR LESS  
INSPECTION INVITED

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Selbyville : Delaware

## Mount Arbor Nurseries,

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APPLE SEEDLINGS, American grown, healthy, vigorous stocks, sprayed all summer and guaranteed to be in first class condition.

FRENCH FRUIT TREE STOCKS, including French Apple, Mahaleb, Mazzard, Myrobolan, Pear and Quince.

ROSE STOCKS in Manetti and Multiflora.

*Write for Prices. Send Us Your Complete Want List.*

Also a very complete stock in fruit trees such as Apple, Cherry, Pear, Peach, Plum, as well as small fruits.

*Write for our complete 50-page trade list just issued.*

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HERE ARE SOME OF OUR ITEMS WHICH WILL INTEREST YOU.

|                         |                |
|-------------------------|----------------|
| ARBOR VITAE PYRAMIDALIS | NAMED PHLOX    |
| ARBOR VITAE AMERICAN    | PERENNIALS     |
| WINDOW BOX EVERGREENS   | BLEEDING HEART |
| NAMED PAEONIAS          | TREE ROSES     |

AND A FINE LINE OF ROSES, H. P., AND H. T., BABIES, CLIMBERS, SHRUBS, VINES, EVERGREENS, FRUIT AND ORNAMENTAL TREES, HEDGING, ASPARAGUS, AND DOZENS OF OTHER STANDARD AND SCARCE ITEMS.

WRITE FOR OUR PRICE LIST IF YOU ARE NOT ON  
OUR MAILING LIST. ANOTHER NEW AND  
LARGER LIST JUST OUT.



**C. R. BURR & COMPANY, Inc.**

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We Do Not Sell at Wholesale to Retail Buyers



THE  
PREFERRED  
STOCK

THE  
PREFERRED  
STOCK

## INVESTMENTS or SPECULATIONS?

Someone has said that there are two times in a man's life when he should not speculate—"WHEN HE CAN'T AFFORD TO AND WHEN HE CAN"!

With a very heavy fall trade as a barometer spring business is not a gamble—it looks like a sure thing—THE BIGGEST EVER. The early fall rush is almost over—we are all beginning to think of late fall and spring deliveries. It seems to us a very wise INVESTMENT to cover spring wants early.

Many lines are showing up scarce. Protect yourself and your customers. Let us figure with you

on

"J. & P. Preferred Stock Specialties"

and a general assortment of

Roses      Shrubs      Vines      Perennials  
Fruit and Shade Trees

**Jackson & Perkins Company**

Rose Growers and Nurserymen

Wholesale Only

Newark

New York State

THE  
PREFERRED  
STOCK

November 1, 1923

THE  
PREFERRED  
STOCK

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ONE AND TWO YEARS OLD

THE BEST YOU EVER SAW

EXTRA HEAVY      EXTRA TALL  
EXTRA WELL BRANCHED

*Write for Our Attractive Prices*

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Direct Imports From France

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DUTCH BULBS—Hyacinths, Tulips, Narcissus, etc.

LILY BULBS—Candidum, Auratum, Rubrum, Album, Magnificum, etc.

Gladioli and all other seasonable bulbs. Write for wholesale trade list.

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Japanese Natural or Dyed Green. Domestic Natural, Chinese Tonkin Stakes

**Rosa Mult. Japonica Seeds**

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# TREES

We are again in position to offer to the trade, the product of great blocks of Nursery stock. **Varieties** are proven standard varieties. **Quality** is proven, S. & H. Co., quality—none better. **Grades** are established S. & H. Co. grades—no skimping. **Prices** are S. & H. Co., prices—without fear or favor; they are just about right.

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**DECIDUOUS TREES**

**FRUIT TREES**

**EVERGREEN TREES**

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**SHRUBS and VINES**

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(57 Acres of Them)

**HARDY PERENNIAL PLANTS**

Peonies — Iris — Phlox

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**SEASONABLE SEEDS**

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1200 ACRES  
45 GREENHOUSES



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Apple, Cherry, Peach, Plum  
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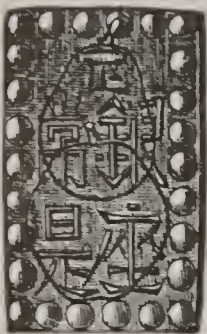
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HEDGE PLANTS

*Trade List Ready Now. Glad to Quote on  
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THE HUNTSVILLE WHOLESALE NURSERIES, INC.,

HUNTSVILLE, ALA.

1872—1923

## Evergreens for Porch Boxes

Maybe you have some small Evergreens that would fill porch boxes nicely. As they are to last only through the winter, irregular or badly-shaped plants can be used effectively by massing in boxes.

Sell some Florists the idea of filling a box, putting it on display and taking orders. It would take up small room and would be attractive in the store. You can ship the collections, the Florist can fill and deliver the boxes and make money on both box and plants. And the idea will appeal to the Florist because he won't have to keep Evergreens on hand: just the sample.

Many Florists sell Canaries and Gold Fish: why not your Evergreens for porch boxes?

Try it. Let us make you a circular for mailing to the florists within easy distance of you. By all means, use a picture of your own, showing the collection you want to sell, planted in a porch box so the buyer will see what he is going to get. Others are selling a raft of evergreens that way.

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# The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., NOVEMBER 1923

No. 11

## COST FINDING

A lot has been said and written about cost finding in the case of nursery stock. It is difficult to arrive at the actual cost of growing trees. It is comparatively easy to find out whether a farm or field is profitable or unprofitable. Varieties are usually grown in such quantities and in such situations that it is not easy to separate and apply the cost elements to different kinds of stock in the field. In all but the very largest nurseries, a single field or block will contain not only many varieties but several different kinds of stock.

This matter of cost finding is always an interesting subject for argument; but the discussion it prompts is always academic: it settles nothing and arrives nowhere. I think that is what makes the subject so interesting. For the very reason that cost finding is always one of the live questions—some reference to it in the October National Nurseryman being the latest reminder—I am going to add my comment. The last word has not been spoken. And never will be. But I wish to lay down two propositions:

(1) That finding costs for growing nursery stock, will benefit nobody;

(2) That such costs can't be found.

In other words, the matter resolves itself into a discussion of the inutility of the attainment of the impossible—to use a borrowed phrase.

If a grower's apple trees cost him a certain sum per tree to grow them last year, that establishes nothing applicable to any other blocks of apple trees. Nor anything with respect to that particular lot of trees, that can be used to anybody's profit. A nurseryman may plant the same number of seedlings another spring with no assurance that he will dig anywhere near the same number of matured trees. The manufacturer who starts his season with so many hides, will always turn out approximately the same number of pairs of shoes in any other year, starting with an equal number of hides. That is because the relation of raw materials to finished product is a fixed ratio in nearly all manufacturing. The manufacturer can control all the processes of manufacture. The nurseryman, like all agriculturists, is wholly dependent on conditions that he cannot control: weather, rain-fall and the seasons.

Interest in cost finding seems to come from the idea that costs, if known, are in some way going to affect selling prices. Well, they would not. And they should not. In the first place, your apple trees last year, cost you so many cents per tree to grow them; but you did not know that cost until your trees were fully matured, dug and under cover. A hail storm could have wiped them out at the last minute; loss of half the crop would have

doubled the cost of the half remaining. Your trees are largely sold—that is, with most nurserymen—before their cost is known or can be known. Your sales are largely made in the summer and you are betting on the weather and growing conditions and accidents. The actual cost is known only after much of the stock has been sold. And that cost, when known, gives you no assurance that the cost of the next crop will be the same. It may be more and it may be less. The average price over a period of years with crops some distance apart, will show great fluctuations. All farm crops meet high and low prices and for precisely the same reason. A nurseryman can know, out of experience over a period of years, whether a certain variety or class of stock is profitable or unprofitable for him to grow. Nurserymen drop old lines and take up new ones. Their conditions of soil and climate may not be just right for some things or they may be at some disadvantage in distributing, that cannot be overcome. Cost finding is valuable only if it directs the propagating to profitable things and to the dropping of varieties that can be done without or bought more advantageously from growers with more favorable conditions for growing them. It pays to know what is profitable to grow and what is not, as compared with the production of those things elsewhere and under other conditions.

Should the cost of production, even if known, determine the selling price? I have said on many occasions, that I think not. You are selling something different from manufactured goods. You are not manufacturing: you are, in a way, creating something. Growing trees and plants is much more than applying labor to raw materials: it is something of an art. I do not think I am stretching the point when I say that the grower who produces a block of shapely and perfectly trained conifers, is an artist. That skill, that art, is entitled to its reward; and the measure of the reward should not be an arbitrary percentage added to the sum of labor and raw-materials cost. After all, a nurseryman does not sell peach trees; he sells peaches. He does not sell Roses; he sells color and fragrance and beauty in the garden. And my thought is that a fair price for those things is their value to the buyer; not their cost to you. Millet and Corot spent less for paint than it costs you to paint your nursery stakes. And they did not sell paint and canvas. Your lawyer charges you a hundred dollars to answer a question that takes ten minutes of his time; but he has invested money and years in learning the law; he collects some of the tuition from you and on the basis of its value to you. Nurserymen invest much money and many years in learning the nursery business; their investment is in-



secure because it is in growing things that are always at the mercy of the elements. Returns on such an investment should be larger than ordinary.

Cost finding fails at a vital point: What you do not sell, adds to the cost of what you do sell. Or, putting it the other way around, whatever is sold must include the cost of what is not sold. Else you will never get back the investment that has gone into both equally. Again: If a block of apple trees fails this year, the next crop or some other crop, must absorb and collect the loss. You can't take one particular block of stock and say that it cost so much money to grow it, that so much added for profit to that cost makes a fair price and that you will ask thus and so for the stock. That is a sort of reasoning that arrives at nothing except a balance on the wrong side of the Profit and Loss account. It is assuming that all of those trees are going to be sold; not only that, but that all other kinds of stock regarded in the same way, are going to be similarly sold. In certain circumstances we are assured that we could catch a lot of larks; but the conditions required, don't materialize.

But there is still another and equally important and very practical objection to any cost-plus selling price. Of all things, fruit trees require correctness. To be sure of correctness in them, requires constant care and attention at budding-time at digging-time and grading-time, at packing-time and at every other time. The grower who gives all that necessary care and attention to his stock, is putting cost into it. The fact that most nurserymen do not regard the time and labor they personally contribute, as a chargeable cost item, is apart from the question. And yet that personal contribution is mighty important. If it should be seriously proposed to find, as nearly as possible, an average cost price for growing different varieties of stock and then to say that selling prices should be based on those average costs, it would work serious injury. It would be seeking to establish uniform prices; but uniform prices should mean uniform values, something wholly outside the attainable in the nursery industry or in any single nursery business from year to year. The result would be actually to put a premium on incompetency and inefficiency; it would discount the value of the extra care and skill that produce quality above the average. A nurseryman growing certain kinds of stock in quantity, things requiring little knowledge or skill, might argue that with small overhead expense, he could sell at prices lower than the average. That is done now. With alleged "average" prices ascertained through the agency of some trade organization and given its sanction, the price-cutter would be handed an argument that it might be hard to answer, once the fallacy of average prices is accepted. And the basic argument for cost finding, seems to be ultimately to determine average prices. It can't be done. Except in the case of solid blocks, growing costs cannot be accurately known. If ascertained, costs are of no value as far as being a basis for price is concerned, because your cost account is added to up to the time of delivery; and prices have been fixed and the stock sold long before the casting up of the column. Even if cost is known, it does not and will not affect the selling price. Any set of prices accepted and sanctioned by an organization as based on ascertained average cost of production, would

be invitation to the price-cutter to advertise his alleged ability to undersell the rest.

A price that regards cost (as far as can be ascertained and applied to complete stocks of trees and for a period of years and including, as cost, the unsold part), plus a profit that covers average losses in the same way, and that considers value to the buyer—and gives that value—is a fair price. And just as those elements vary and always will vary just as value varies with different growers and from season to season, so will prices vary. They can't be standardized and shouldn't be. If they could be, they would introduce conditions sure to work injury to those producing trees and more injury to those buying them.

J. W.

#### GARDENERS ORGANIZE IN FLORIDA

A local branch of the National Association of Gardeners was organized at Jacksonville on September 17 by the members of the association residing in that district. Herbert W. Tickner, Orange Park, Florida, elected chairman and Alfred Addor, Jacksonville, Florida, secretary of the branch which will be known as Jacksonville, Florida branch.

P. W. Popp of New York and an ex-vice president of the association was present at the meeting and briefly reviewed the history of the association and the growth and prestige it has attained the past few years. The association has recently added the following names to its list of sustaining members:

Arthur V. Davis, Millneck, N. Y., Sigmund Stein, Hartsdale, N. Y., Charles M. Schwab, Loretto, Pa., Miss Mabel Choate, Stockbridge, Mass., Charles K. King, Mansfield, Ohio, S. C. Pirie, Sea Cliff, L. I., Mrs. Walter S. Mitchell, Pittsburg, Pa., Mrs. A. D. Baldwin, Cleveland, Ohio, Mrs. C. A. Otis, Willoughby, Ohio, Miss Belle Sherwin, Willoughby, Ohio; L. F. Sisler, Akron, Ohio.

#### A THORNLESS ROSE STOCK

The S. R. McKee Nurseries and Rose Gardens, Jacksonville, Texas, claim to have a thornless rose stock which they think superior to all others.

The McKee Nurseries have been growing budded roses exclusively and extensively for more than thirty years.

The first stock used was the Seven Sisters, which proved very unsatisfactory. Baltimore Belle was next tried and though it was an improvement on the former it left much to be desired. The Manetta was then tried out but is not as satisfactory in the South as in the North and East. The Wax Rose, introduced from Europe by McKee's, was tried out but its nature of carrying sap throughout the winter makes it uncertain. The Canina proved more successful than any of the above but the thorns were a decided objection in budding and in field work. The owner of the Nurseries had often wished for a stock, having the qualities of the Canina without its thorns. Some years ago three plants growing among a large block of Canina's were noticed to be without thorns and quite distinct. They were set aside and propagated with the idea of seeing if they would not prove to be such a stock as had long been looked for. They proved to be all that could be desired and are now being offered as the McKee's Thornless Stock Rose.



## The Pontiac Nurseries

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*Block of Thuja and Other Evergreens on the Pontiac Nurseries, Oakland County, Mich.*

Pontiac Nurseries are located in one of the fertile Counties of Michigan. Oakland County is known all over the State for its great number of Lakes many of which still possess their virginal beauty.

The Company has a tract of 300 acres under cultivation—200 acres of which is used in the growing of nursery stock, ornamental shrubs, trees, evergreens, roses perennials which are produced in large quantities and also grows a general assortment of fruit trees in smaller quantities. Practically all lining out stock is propagated on the nurseries special effort being devoted to varieties which are scarce and difficult to propagate.

Up to the present propagation has not exceeded the companies needs having planted out most of the stock

raised—but another year they expect to have quite a surplus to offer to the wholesale trade in such varieties as *Betulla alba bendula*, *Crataegus oxycantha Paulii*, Coton-easter, Wegelias, Deutzia and Philadelphus aurea. The Landscape Department has grown so rapidly that it has been found necessary to double the acreage in the past six years. It was also found necessary to produce and grow a full line of hardy Perennial plants to take care of the demand for these popular flowers.

The Company maintains their general offices in Detroit, Michigan, while the storage plant is located on the new proposed 200 foot highway between Detroit and Pontiac. Mr. H. H. Faber is superintendent of the nurseries and B. J. Manahan, General Manager—Mr. R. W. Essig, President of the Company.

### HOOPES, BRO. & THOMAS COMPANY REPORT BUSINESS GOOD

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Business is moving along very satisfactorily, running a little larger than it did a year ago. Evergreens are in unusually good demand. We had a very large stock last spring, but most of it went out on spring orders. We have a very nice lot of Hemlocks of good sizes, and a good sized stock of Retinosporas. This class of stock as you know has been used in large quantities around the suburbs of Philadelphia where we have a good trade.

Our demand for fruit trees has been picking up. While we had a very dry season, several nurserymen who have been here say that our two year apples are the finest they have ever seen. The rains we had the latter part of August helped them and they have run up their calipers very nicely.

### QUARANTINE CHARTS

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The Charts, showing the general requirements for Interstate shipment of nursery stock, laws and regulations in effect on January 1st, 1923, have been completed and are being distributed by the different States.

They will be found by nurserymen to be extremely valuable for quick reference.

The Charts were prepared under the supervision of the United States Department of Agriculture in co-operation with the American Association of Nurserymen, the compilation being made by Maud A. Thompson, office of Blister Rust Control, Bureau of Plant Industry, Washington, D. C.

The tables have been corrected, approved and signed by the responsible authority of each State.



## TREE SEED NOTES

*By Otto Katzenstein*

The crops of 1923 of tree and shrub seeds are now beginning to move slowly. The late frosts last spring followed by long spells of hot dry weather in many parts of the country have played havoc with many crops and it seems as if many of the more popular kinds would run short.

Since the enactment of Quarantine No. 37, which prohibits the importation of most kinds of trees and shrubs in marketable quantities, progressive nurserymen in all parts of the country have interested themselves in the propagation of such nursery stock which they had been accustomed to import from abroad in the past.

The demand for young plants seems to be without limit and nurserymen are hastening to fill in where the specimen stock particularly of imported larger conifers and broadleaved evergreens is sold. Once this interval has been bridged over and the young stock now growing on has reached the size desirable for quick results better prices may be had for this home grown sturdy stock than could ever be expected for imported material.

While the outlook for quantity of seeds of new crops is not very encouraging, we are pleased to note that the quality of the seeds coming to us fine and of splendid germination.

The western pines promise a fair crop. The western spruces and firs are short. *Picea pungens*, one of the most popular kinds, is very short, and so is the White Spruce. The demand for White Pine is far in excess of anticipated supply. It seems that the crop of Red Pine is so very negligible that it need not be considered.

Of hardwoods, the maples were hurt badly by the frosts and only little will ripen. Acorns, hickories and walnuts are as a whole found in scattered areas only. There will be some seed of the different birches, but not any too much, and the outlook for beech and ash is not much better. Magnolias, with the exception of *Magnolia grandiflora*, are close to failures. Basswood has done better in the West than in the East.

The outlook for exotic seeds seems to be pretty fair, altho with the uncertainty of foreign exchange the tendency particularly of dealers in Central Europe is to ask rather high prices for their goods in dollars and cents now.

It has been the aim of my firm for many years now to encourage the placing of orders as early as possible in the season. The seeds can then be delivered as they come in to us and are in the very best condition either for immediate planting or for further treatment either by stratification, or washing, etc, processes which cannot be attended to by seedsmen without very often affecting the life of the seed. This year with shortages everywhere early orders are a matter of self protection.

With the rapidly growing demand for tree and shrub seeds it is becoming more and more important that there should be a central laboratory where the different kinds might be tested for germination and purity so that the different lots might then be sold based on such an official analysis. It stands to reason that a seed selling for say \$2.00 a pound and showing a germination of 80% is cheaper to the consumer than seed of the same kind sell-

ing at \$1.00 and showing 15 or 20% germination. Until such an official testing laboratory has been established where results and analyses might be had promptly, tree seeds will be tree seeds to many buyers. We test a good many seeds sold by us and either reject lots of low germination entirely or sell them at prices commensurate with such low germination.

Princeton Nurseries, Princeton, New Jersey, are sending out the Fall price list. If clearness, simplicity, are earmarks of good taste, this catalog has it.

The color of the cover is orange yellow, which color they also seem to have adopted for their stationery, making it very distinct and easily recognized among other papers which is an advantage.

We congratulate the Princeton Nurseries on evident progress in the form of the messages they send out from the office.

Frazier Nursery Company, Huntsville, Ala., salesman called at the office with a green coat. Printed on coated paper it offers a fine list of stock, leaders, being fruit trees, including nuts and small fruits. The list of ornamental stock includes roses, broad leaf and coniferous evergreens and deciduous shrubs.

"IT PAYS TO PLANT" is their slogan.

## THE COTTAGE GARDENS, LANSING, MICHIGAN

The nursery, conducted in connection with "The Flower Shoppe" Lansing, Michigan, was recently named "The Cottage Gardens".

They are growing a full line of shrubs, evergreens, trees and perennials. By next spring their entire nursery, comprising 33 acres, will be in cultivation. They are adding to their greenhouse plant two more houses.

N. Krick, former sales manager of the Weller Nurseries Co. Inc., is now, since August 1, in charge of the Cottage Gardens.

## THE CORTLAND APPLE

The Cortland apple, probably the most promising new apple produced by the horticulturists at the New York State Agricultural Experiment Station at Geneva, together with Red Spy, Golden Delicious, and Red Gravenstein, other recent additions to the list of New York apples will be an important feature of the station's exhibit at the Eastern Apple Exposition and Fruit Show to be held in the Grand Central Palace in New York City early in November, according to a statement just issued by the station authorities.

A cross between Ben Davis and McIntosh, the Cortland is described as an improved McIntosh, having all the desirable characteristics of that popular variety and, at the same time, prolonging the season for the McIntosh type of apple. The Red Spy and the Red Gravenstein are typical apples of their respective varieties, but differ from the standard sorts in their beautiful red color. Golden Delicious is an excellent yellow apple which has been found adapted to New York State and which the station fruit specialists believe meets the demand for a good yellow apple that can be grown as widely as the red kinds.



# The National Nurseryman

Established 1893 by C. L. YATES. Incorporated 1902

Published monthly by

THE NATIONAL NURSERYMAN PUBLISHING CO., Inc.  
Hatboro, Pa.

Editor .....ERNEST HEMMING, Easton, Md.

The leading trade journal issued for Growers and Dealers in  
Nursery Stocks of all kinds. It circulates throughout the  
United States, Canada and Europe.

AWARDED THE GRAND PRIZE AT PARIS EXPOSITION, 1900

## SUBSCRIPTION RATES

One Year in Advance .....\$1.50  
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Advertising rates will be sent upon application. Advertisements  
should reach this office by the 20th of the month previous to the  
date of issue.

Payment in advance required for foreign advertisements. Drafts  
on New York or postal orders, instead of checks, are requested by  
the Business Manager, Hatboro, Pa.

Correspondence from all points and articles of interest to nursery-  
men and horticulturists are cordially solicited.

Photographs and news notes of interest to nurserymen should be  
addressed, Editor, Easton, Md., and should be mailed to arrive  
not later than the 25th of the month.

Entered as second-class matter June 22, 1916, at the post office at  
Hatboro, Pennsylvania, under the Act of March 3, 1879.

Hatboro, Pa., November 1923

**PHILADELPHIA'S** After a year of bickering as  
**SESQUI-CENTENNIAL** to the wisdom of having a  
Centennial to mark the 150th  
Anniversary of the signing of the Declaration of Inde-  
pendence, Edwin Bok presents a plan for a dignified fes-  
tival which eliminates the main objection, namely the  
immense cost of the undertaking, as originally planned.

Due to the shortage of labor and the general unsettled  
conditions of the world at large many doubted the wis-  
dom of holding a Sesqui-Centennial that would call for  
the putting up of temporary buildings, when there was  
not sufficient labor to build necessary homes, except at  
almost prohibitive cost.

The keynote of a festival, such as Mr. Bok suggests  
would have for its uppermost aim the note of originality  
—a departure from all previous exhibitions, a festival  
that will stand for originality, beauty and happiness.  
An event marked for its distinct quality rather than for  
quantity, that will depend on its ideas rather than its  
cost, either to the citizens of Philadelphia or to the con-  
tributing Nations and States.

It is interesting to note that Mr. Bok's plan, among  
other things, calls for the beautification of Fairmount  
Park.

In place of the usual Horticultural Building the plan  
would call for States and nations to permanently beauti-  
fy certain areas of Fairmount Park which would remain  
long after the period of celebration, and grow in beauty  
with time. To quote Mr. Bok:

"Great Britain, for example, might be asked to plant  
for permanent occupancy an area devoted to her wonder-  
ful rhododendrons encircled with her hawthorn trees;  
Japan for an avenue of her artistic flowering fruit trees;  
France for a valley of her Fleur-de-lis; Oregon for a gar-  
den of her roses; Spain for one of its far-famed four-  
teenth century terraced gardens; The Netherlands for  
a permanent planting of her unrivaled daffodils encircled

by a planting of her Laburnum tree, 'the tree of dripping  
gold.' And so on, each planting contributing directly to  
the beauty of Fairmount Park and leaving behind a per-  
manent testimonial of the good will of the contribution."

This suggestion should find a responsive cord with the  
nurserymen and horticulturists as it recognizes the im-  
portance of their profession and business in the scheme  
of things, but unfortunately Mr. Bok is evidently not fa-  
miliar with the activities of Government control in rela-  
tion to the movement of plants.

Foreign countries could contribute their manufactured  
products, inventions, works of art, but the wonderful  
rhododendrons and hawthorn trees of England, the flow-  
ering fruit trees of Japan, the Iris of France, the daffo-  
dils and laburnum trees of the Netherlands are all for-  
bidden entry into the country and under regulations that  
it would be difficult to set aside, even for such an event  
as to mark the 150th birthday of our Country.

## THE SUBJECT OF ROSE STOCKS

Chairman, J. W. Hill, of the Advisory Committee of  
the American Association of Nurserymen, during Mr.  
Lindley's administration sent out a number of question-  
naires to nurserymen inquiring if, in their judgement,  
America could grow an adequate supply of Rose Stocks  
for its own needs. The replies, that were received, were  
varied, representing as they did opinions from all parts  
of the United States.

During the closing sessions of the past Conference in  
Chicago much time was given to this subject, President  
Kelsey referred the entire matter to the Legislative Com-  
mittee, who have sought to make a reply to the quest of  
the Federal Horticultural Board, which had asked the  
nurserymen, through the American Association, if it was  
felt that nurserymen could produce in America an ade-  
quate supply of Rose stocks to meet Domestic use.

This reply, based upon the answers of the question-  
naires and the extracts of the proceedings of the recent  
convention, has formed the basis of the answer made.  
This answer, which is published below, before being  
sent to the Federal Horticultural Board was submitted  
to the Executive and Legislative Committee of the  
National Association of Nurserymen.

September 22, 1923.

Federal Horticultural Board.

Washington, D. C.

RE—ROSE STOCKS

Gentlemen:

You have asked our Association under date of Feb-  
ruary 26, 1923—"if it is perfectly possible for home pro-  
duction to meet all the rose stock needs of this country?"

On the last day of our recent convention, when, un-  
fortunately, only a small number were in attendance,  
this subject was up for discussion. Previously, Mr. J.  
W. Hill, recent Chairman of our Advisory Board, had  
corresponded with many nursery firms qualified to give  
an opinion on this subject. From the replies that he ob-  
tained, as well as from expressions heard at our con-  
vention, the committee feels it may make the following  
reply as expressive of sentiment among American Nur-  
serymen on the subject.

The Pacific Coast Nurserymen state almost without



exception, that it is perfectly possible to grow all the rose stocks for United States needs at home. Further, they state large quantities of Manetti are now being grown by them, and that with adequate notice of intention to exclude Foreign stocks, an ample supply of home grown stocks could be made ready.

The Nurserymen of the Gulf States also state "that it is perfectly possible for home production to meet all the rose stock needs of this country," but they are not as enthusiastic in their letters of reply.

The mid-western and Eastern Nurserymen mostly reply that it is first necessary that American production should first be proven over a period of years, and home grown stocks found that are suitable and acceptable for all domestic needs, before the foreign product is entirely excluded.

The views held by this large section of Nurserymen are best summarized in the words of a prominent Lake State grower. "In one instance, at least, and possibly two, we have had as good stocks as our imported French stocks, but the same growers in over three successive years have only produced one such crop."

*The request is very general among Nurserymen that whenever it becomes necessary in the judgment of your Board to exclude Foreign grown rose stocks, adequate notice of such intention should be given, that stocks may be grown to "avoid a gap" in rose production. Two years is as short a notice as the most optimistic of our growers desire though many feel a longer period for preparation and adjustment necessary.*

This letter does not attempt to speak for Greenhouse Men or Florists, nor for the American Rose Society.

We appreciate your courtesy in having asked our judgment upon this matter. Our reply has, by the very nature of our widely located and diversified membership been a long time in formulation, but we believe, as now expressed herein, is indicative of the opinion among Nurserymen on this subject at this time.

Very respectfully,

HARLAN P. KELSEY,  
President, A. A. of N.

J. EDWARD MOON,  
Chairman Legislative & Tariff Committee of A. A. of N.

Robert C. Young, Greensboro, North Carolina, wholesale trade list, offering evergreen seedlings, boxwood, etc.

### 3000-YEAR-OLD TREE

Bavaria's oldest tree, a beech which foresters say was 3,000 years old, has been felled in the Frankenwald, near Kulmbach. Scientists are greatly interested in the stump of the old monster.

German naturalists say the tree probably germinated about the time Solomon was ruling in Jerusalem and the Kingdom of Israel was at the height of its glory.

Central Europe then was a wilderness, inhabited by tribes. That was the copper age, when iron and steel had not come into use. The scientists estimate the beech was 1,000 years old when Caesar and his Roman cohorts invaded Central Europe and gave the Teutonic tribes the arts and sciences of Rome and Greece which formed the basis of modern civilization.

Jackson and Perkins Company, Newark, New York, are sending out the Fall price list, for the trade only, in the shape of a very attractive catalog copiously illustrated, printed on coated paper in sepia tones.

The cuts are especially good showing large blocks of evenly grown stock which tells the recipient at a glance this salesman represents a firm that has ample stock to draw from.

The back cover page illustrates and offers new dwarf *Ligustrum nana compacta*.

### THE McBETH NURSERY COMPANY

On September 25th the stock holders of The McBeth Nursery Company, an Ohio corporation, went into executive session and changed the name from the McBeth Nursery Company to The Netts-McBeth Nursery Company.

Mr. Thomas A. McBeth, who is known to the nursery trade throughout the United States, at this time retired as president. Mr. McBeth, who is well advanced in years, but still hale and hearty, feels that the younger men in the organization should assume active control. Mr. McBeth has been actively engaged in the nursery business for the past fifty odd years, and feels it is long enough for one man to carry the helm.

However, Mr. McBeth is not deserting the nursery industry. He will still keep his finger on the propagating of the above named concern. He no doubt will be actively interested until the end of his long and successful career. He will continue to grow a few of the rare and



*Block of Young Evergreens, Storage and Packing Houses of the Pontiac Nurseries, Oakland County, Mich.*



## TO THE TRADE ONLY

We Grow and Sell a General Assortment of  
Nursery Stock. Strong on

**Apple, Pear, Cherry, Plum and Prune  
Fruit Tree Seedlings, Small Fruit Plants  
and Portland Roses**

*Advance Price List Now Ready. If You Do Not  
Have It, Write and It Will Be Mailed Promptly.*

Remember, We Are

**Headquarters for Nursery Supplies**

**Portland Wholesale Nursery Co.**

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**PORTLAND : : OREGON**

## Princeton Products are Ornamental



Trees, Shrubs and Evergreens  
of high grade  
for the wholesale trade

**Princeton Nurseries**

Princeton in New Jersey

November 1923

## A Complete Assortment of NURSERY STOCK

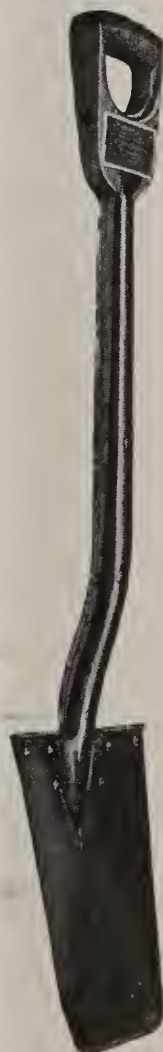
Apple, Peach, Pear, Plum  
Cherry and Quince  
Small Fruits  
Ornamental Trees Shrubs  
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**W. & T. SMITH COMPANY**  
Geneva, N. Y.

77 Years

1000 Acres

Write for special prices



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EXTRA LONG STRAPS

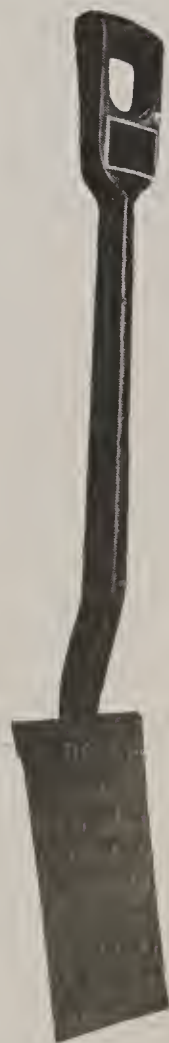
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REINFORCED AT  
BEND OF HANDLE

also where

STRAP IS WELDED  
TO BLADE

*Made in Either Square  
or Round Point*



**T. ROWLAND'S SONS, INC.**  
Cheltenham -:- Penna.



difficult varieties and will continue his experiments. Mr. McBeth, hopes to be seen at the National Nurserymen's Convention just so long as he is able to navigate and will be glad to receive any of the nurserymen who wish to visit his Springfield plant.

## CO-OPERATION AND POSSIBILITIES OF HONEST NURSERYMEN

By A. J. SHADOW, Winchester, Tenn.

*Read Before the Southern Nurserymen's Association at Atlanta, September 5-6, 1923*

Mr. President and Fellow Nurserymen:

The subject which I have selected on which I will make this attempt is "Co-operation and Possibilities of Honest Nursery Business." The more I study on this subject, the more I am convinced that I have selected a subject all together too deep for my discussion. Nursery business of this present age is all together on a different plan of years past. Growers of both home and commercial orchards are demanding the best stock that can be grown, stock that can be depended upon as the purchaser is absolutely making his purchase on merely confidence as it will be from three to ten years before he will actually know the results of his purchase and while on this subject, Confidence is the key note of our success in our business. Business will not be given where there is a lack of confidence and it is up to us nurserymen to co-operate as one band of salesmen and furnish stock at all times that can be depended upon and we will soon have the confidence of our customers. I have a slogan in mind that I think will fit our business. "The Right Kind of Stock Will Advertise Our Business. The Wrong Kind Will Advertise Us." We all should use every effort to co-operate together and advertise our business at all times and if honestly done, each one of us will get our share of the business. I wish to say here that we never get any where when any one of us knocks our competitor as this has a tendency to weaken confidence from the grower to the nurserymen and confidence is what we must have from our customers to win out.

Our business, strange to say, is peculiar to itself, but it is true. One nurseryman in any locality or State can do more harm to our business by careless or dishonest dealings than fifty honest nurserymen can do in the same time, doing good. Well as a rule everybody expects fair dealings and little is said if the customer is satisfied but let some dishonest dealings develop and every one in the locality for miles will hear of it, it will be the topic of conversation at all gossiping places. I want to say here that I think the standard of nurserymen have improved wonderfully in the past years and really believe there is very few unreliable nurserymen today, none in this association I hope and only a few out. Lets co-operate together and make it 100% if it can be done. As stated before it is up to us to co-operate as one band of salesmen for the good of our business and much has been said in all our conventions in regards to horticultural standards and during the A. A. N. Convention at Chicago this past June some of these standards were adapted. We should practice a standard in growing, grading, digging, quoting, packing, we should guard against unfair competition, graft and business ethics. The American Association of Nurserymen with which our organization is working in harmony has had much to say in regards to horticultural standards and etc. which all of you know. The task of impressing the importance in nursery business is peculiarly difficult but is very practical and will be very profitable if we practice these standards. I am glad to say our conventions we are having, where we all get together and discuss is having much to do with eliminating the differences in the nursery business.

Every nurseryman and especially members of this association, I am sure desire to grow stock up to the highest standards, honestly grade, quote and etc., yet at the same time we should at all times be cautious and never be careless in our business. In making quotations we should make it plain in regards to the stock we are offering, grades we expect to furnish and in our advertising matter we should at all times correctly illustrate and

not over exaggerate any thing we are offering in printed matter as we fairly know the results if our customer is dissatisfied. Standard and uniform business practices will enable our customers to know what is being offered or just what they will get or at least expect. Such practices will increase our business all along the line. It has been in the past that nurserymen would grade and caliper differently and at times our description of stock in catalogues often lacked uniformity and often the buyer would be in the dark as to what he may expect. We know that many of these grievances can be corrected if we will practice the standards of our business.

Unfair competition, I am glad to say is practiced by only a very few nurserymen and while this is a point all together too deep for my discussion but will say the following is the most dishonest form of unfair competition. We at times hear of some one giving gratuities, commission and etc., to individuals who are not truly local representatives to induce them to buy. This should be eliminated if possible as it is quite time for the highest standard of honesty and I am sure it is the desire of every member of this association to live up to this standard. There are other kinds of unfair competition which is at times practiced which is too broad for my discussion, in fact we know them when we practice or see them being practiced.

The possibilities in nursery business will be just what we as nurserymen make them. If we deal fair with each other and our customers, furnish nothing but first class stock in every respect and work as one band of salesmen, never knocking our honest competitor or our business, we as members of this association will prosper. Our business each year is getting on a higher plane and I want to see it 100% or as near as possible. If we have any unfair nurserymen, lets try to get them in line and if they refuse to honestly co-operate, time will soon put them out of line.

I have had quite a bit of experience in the nursery world, I was born on the nursery, my grandfather was a nurseryman and also my father and there are now five of us boys. I have a boy four years old, and think enough of the business that I am hoping to make a nurseryman out of him but the point I wanted to impress with the experience I have had is that the buying public is not seeking low price stock. They are demanding dependable stock. The past summer I was talking to a planter in regards to trees for a commercial orchard and he mentioned the fact that the planters of today do not consider price above quality but that the main object in making the purchase was to know where to get stock that could be depended upon, so you see there is another case of lack of confidence and when we get confidence restored 100% or near, price will be the second consideration. Again I have in mind now a customer from this State that only a few weeks ago ordered 400 June Buds from us, we have not quoted him this season however he had been a customer the past years, we booked his order and advised him of the charges and you see this was a case of confidence and when we get our business on this level, nursery business will be fine.

At another time I had a customer to say when talking of trees "That it was not what he paid that counted, it was what he got for the price he paid." There is lots in this expression. In fact I believe a man gets his moneys worth in most any purchase he makes these days if he buys from some reliable concern. If you pay cheap prices you must expect cheap goods.

There should be only one standard in Nursery stock, that is the best and first class in every respect. Our stock should be grown to one high standard, true to name, graded and delivered with the sole aim of satisfying our customers and advertising our business and as I previously remarked the possibilities in future nursery business will be what we as nurserymen make it and I am sure it is the desire of every member of this association to work to this end in view. Dependable stocks are not grown by accident and we should try to grow the best, price should not be considered above quality and we should at all times so operate our business that we will advertise our business as I mentioned before. "The right kind of stock advertises our business, The wrong kind advertises us"—Lets all co-operate 100% and advertise our business and may I say to our customers in behalf of the members of the Southern Nurserymen's Association that if at any time better stock can be grown, we members of this association will grow them. Thank you.



## FALL 1923

**SEND US YOUR WANT LIST**

**Apples, 1 and 2 Year  
Peach**

**Grapes, 2 and 3 Year**

**Asparagus, 2 Year**

**Ornamental Trees and Shrubs**

**California Privet, 2 Year**

**Barberry Thunbergii**

**FRANKLIN DAVIS NURSERIES  
INCORPORATED**

**629-631 N. Howard St. Baltimore, Md.**

**We grow young evergreens in large quantities and every tree we sell is raised from seeds in our own nurseries.**

If you are in need of lining out stock why not write for our wholesale trade list before placing your order. Our prices are low because we specialize in young stock.

**COLLECTORS OF TREE SEEDS**

**THE  
North-Eastern Forestry Co.  
CHESHIRE  
...Connecticut...**

## THE SHENANDOAH NURSERIES

Established 1870 by D. S. Lake

**SHENANDOAH, IOWA**

For Fall 1923 we have our usual complete assortment but call your attention especially to the following:

**APPLE, One & Two Year Cherry, Two Year**  
Good Variety List Very Fine

**PEAR, Standard and Dwarf**  
One and Two Year

**PLUM**

Americana, Hansens, Japanese, and Compass

**PEACH and APRICOT GRAPE**  
Leading Varieties Complete List

**GOOSEBERRIES and CURRANTS**  
All popular sorts

Acres of Shade Trees, Forest Tree seedlings, Ornamentals and Roses

**WE SPECIALIZE IN**

**Apple and Japan Pear Seedlings, Imported  
Fruit Tree Stocks, Apple Grafts**

*Send Us Your Want List. Glad to Quote.*

**A. F. LAKE**  
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## SHADE TREES

NORWAY MAPLES—1½ inches up to 3 inches.

SUGAR MAPLES—6 to 8 feet, up to 4 inches.

EUROPEAN SYCAMORES—Several fine blocks.

PIN OAK and RED OAK—8 to 10 feet and larger.

AMERICAN ELMS—1½ inches and larger.



## EVERGREENS

RETINOSPORA—Piceifera Aurea, Plumosa, and Squarrosa, 4 to 7 feet.

NORWAY SPRUCE—Sizes up to 7 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of leading varieties of Fruit Trees, Shrubs, Roses, and Perennials.

**THE COLE NURSERY CO.**

**Painesville, - - - Ohio.**



## CONIFEROUS AND OTHER EVERGREENS

*By Bruce Howell, Delivered at Atlanta, Ga., September 6, 1923, Before Southern Nurserymen's Convention*

Mr. President, Ladies and Gentlemen:

It gives me great pleasure to have the privilege of seeing you again after a strenuous but fairly successful year, since we met last at that most beautiful city of Lexington, Ky., and it also gives me pleasure to extend to you a most cordial invitation to meet next year at Knoxville, Tennessee, the 114% city whose hospitality is proverbial. We are not as large a city as Atlanta, and we do not boast of our fast horses and beautiful women, (but we've got 'em). But we do boast that we are an up-to-date city that loves nurserymen and we again say come in 1924.

I feel, honored, gentlemen and ladies, that our honorable president, Joe, should think that I could interest you for a few minutes talking about this broad and important subject of coniferous and other evergreens.

It is getting so that no planting is complete in our territory without a liberal use of evergreens and many of our plantings are exclusively evergreen. Some are exclusively coniferous, and others are exclusively broad leaf, and many are a mixture of each, which is better but I like to see them used in connection with our flowering shrubs and foliage plants to tone them down, and add a variety and grace which is lacking in most of the evergreens that are commonly planted. I say "commonly planted" because we nursery men are not familiar with many of the beautiful and satisfactory evergreens, both coniferous and broad leaf. Some of this unfamiliarity is caused by the difficulty in getting stock and some of it is caused by our tendency to grow this year what we successfully grew last year, and to let well enough alone.

I would feel that this talk had not been in vain if I could induce one brother nurseryman to resolve to do what we each and everyone should have done many years ago, and that is to establish a trial plot of ground and plant in it (not for sale) one each of all of his ornamentals, both evergreens and deciduous and allow them plenty of room to develop and to give them the best of attention and develop specimens of which he will be proud. It would make his customers want something beside, Irish Juniper, Norway Spruce, Abielias and Spiraeas.

How many of you (I should have said us) have our own homes planted as they should be?

How many of us have a plot of ground surrounding our homes that could be made into an arboretum or trial plot, or whatever you wish to call it, that would add much to the appearance of our homes; that would really be a show window and induce others to do likewise. It would add much to our knowledge and familiarity with the plants that we sell every day, incidentally would add much to our bank roll by showing our customers what can be done with the different plants, and creating in them the desire for plants that we have to sell.

You ask what this has to do with my subject of coniferous and other evergreens—I reply that most of our customers know something about flowering shrubbery but very little about evergreens except a very few of the commonest varieties either coniferous or Broad leaf, and

it would stand us in hand to teach them to use them.

I wonder how many of us know that there are fifty or more separate and distinct varieties of Retinospora—probably 100 varieties of arborvitae and as many Junipers. I recently picked up a French catalogue which advertised 300 varieties of Spruce. Almost all of our conifers have a variety of colors and shapes and habits of growth, and if you will visit the Arnold Arboretum at Boston, you will find hundreds of varieties that are really good that we have not even heard of, and which should be in every-day use all over our broad land.

How many of us know over three or four varieties of Azaleas and who knows a more beautiful plant? There are fully 100 varieties that are hardy, some of them are hard to grow, but many of them are not difficult, either to grow or to propagate. The Nandina has been growing on our place for 20 years, but we never saw a mature specimen until we happened on one away from home, and now we are a Nandina enthusiast.

How many of us list more than two or three varieties of Euonymus where we might, and should list twenty or more good ones? How many of us list over 4 or 5 of the Viburnum family, and they are legion, and several of them are choice. Broad leaf evergreens are all hardy in some parts of our territory.

How many of us list over a dozen Broad Leaf evergreens? There are probably 100 good ones—possibly more. The most of you know our place, and know that I am hitting myself as hard as I am hitting any one else, but I am not hitting at any man, but at a condition, and I feel sure that if we would remedy this condition we would gain much.

I regret I do not know much more about my subject but the longer I live and the more that I study them, it seems the less I really do know. If we would all plant out a specimen plant of the varieties we grow we could learn their habits, and we soon would get to the point where we would know what varieties would succeed best in a given territory, be able to advise our customers with more intelligence.

## WHAT THE NURSERYMAN HAS DONE FOR AMERICA

By WALTER W. HILLENMEYER, Lexington, Kentucky

*Read Before the Southern Nurserymen's Association, Atlanta, Ga., September 5-6, 1923*

After thinking over this subject "What the Nurseryman has done for America," I have concluded that I at least cannot write a satisfactory historical sketch, nor pay tribute in fitting manner either to the business or its followers. I find it rather difficult to do this subject justice. Happily there exists between us of the Southland such a congeniality that I can but have a pleasant thought of you and our business and after all thought is the greatest thing in the world, for speech is only partly expressive and pens run dry in the attempt to transfer our true sentiments. And too it is pleasant to write about a business that holds for its followers such a peculiar fascination, for when to its antiquity are added the mysterious, the useful and the beautiful, its charms are boundless. I say antiquity with thought, as our business is one of the eldest born of time and therefore rich in historical qualities. Ever since Adam and Eve were set adrift before the Garden Gate, when rude huts and primitive tents were mankind's highest form of architecture, before Egypt was building her stu-



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West Chester, Pa.

Established 1853

Incorporated 1907

Apples, 2 yr. buds and 3 yr. grafts  
Standard Pears, 2 years  
Cherries, sweet and sour, 2 yrs.  
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Boxwood Pyramidal  
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Spruce hemlock, oriental, polita and white

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FRUIT TREES  
SMALL FRUITS  
RHUBARB  
SHADE TREES  
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APPLE SEEDLINGS  
CLEMATIS PAN  
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Let us have your want list for special quotations.

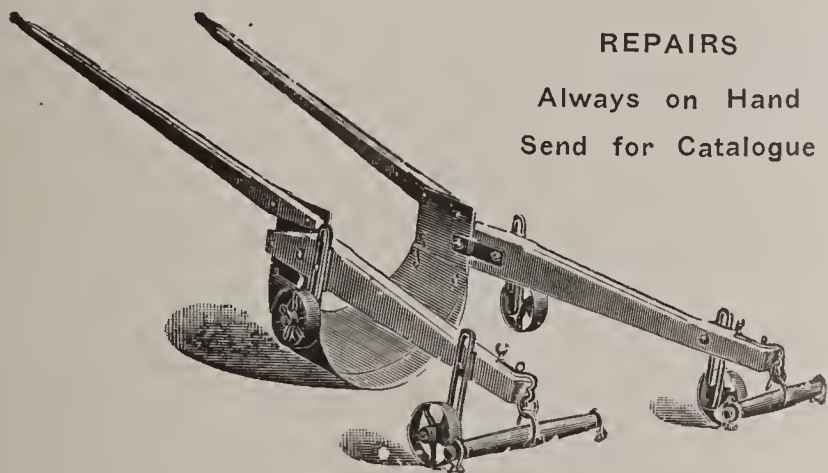
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THOROUGHLY MATURED SEEDLINGS

## Consider these Points Carefully

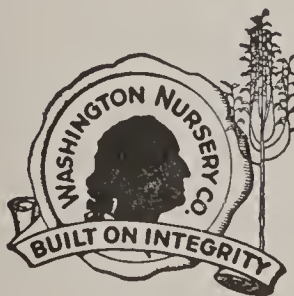
Washington Nursery Seedlings are clean, healthy and hardy.

Grown on new ground, never before in nursery stock.

Moisture under control. No fall rains to induce late growth.

Crisp fall weather ripens them fully and naturally.

Dug and graded under the best of conditions. Quality, grade, and pack guaranteed.



## WASHINGTON NURSERY CO.

TOPPENISH, WASHINGTON

(In the Famous Yakima Valley)

Box P-1



pendous pyramids, before Greece or Rome were born, men planted seeds and reared fruiting plants. And in these treasures of the orchard, garden and woodland we have the most perfect union of the useful and beautiful that I know. America is a new country measure by the life of other nations and even considering its comparatively short span I must confess my limitations in telling you the work the nurseryman has done here.

In order to realize the achievements of the pioneer nurseryman, let's go back to the early days of American horticulture. Downing says that "the indolent native of the tropic sits amid a surprising luxuriance of vegetation and without effort gains his sustenance in refreshing, delicious and nutritive fruits. But nature wears a harsher and sterner aspect in the temperate climes." In close antitheses we have plains bounded by rocky hills, visited not only by genial warmth and sunshine, but by cold winds, and seasons of ice and snow and periods of flood and drought. The native forests were truly noble, the outskirts of which were sprinkled with crabs and wild cherries, festooned with the clambering branches of the wild grape. These native fruits at first offered little to the eye or palate. They were destined to perpetual struggle with nature and it is here we find man, ameliorating and transforming them. He transplants them to a warmer aspect, he rears new plants from selected seeds, carefully prunes and shelters them and by slow degrees he watches the sour and bitter crab expand into a Golden Pippin, the wild pear loses its thorns and becomes a delicious Bartlett or Anjou, the dry and flavorless peach becomes at length a tempting and luscious fruit. It was thus in a climate where nature was not prodigal to perfection and in the midst of thorns and sloes that man, the nurseryman, arose and forced nature to yield to his art. It was and is in this transformation from the wild to the domesticated, from the ordinary to the improved, from the commonplace to the beautiful that the nurseryman has played such a pre-eminent part.

A criticising public is not so much interested in how many millions of trees we grow, but rather the ultimate results of these trees. Had I the capacity of initiative to delve into the records, I might present you with a great array of figures and translate them into money. When I say that fruit is the fairest of all the commodities, or remind you of its great economic value, then when I measure the millions and millions of fruiting plants brought from the Pacific to the Atlantic, from the Border to the Gulf, train and truck loads, wagons and barrows with containers and ad infinitum of fruit, am I not in the same breath reminding you that these same trees and plants were once the products of the nurseryman? Speaking in terms of money, the value of the crops produced by the fruiting plants last year alone was 629 and one-half millions of dollars. If you were to strike from the diet of the American family their fruit, as it is now handled in various forms, you would leave an irreparable void in our present day menu. The nurseryman has been responsible for most of these trees and aren't they worth while?

The lumberman's axe is quickly striking at the hearts of our great forests. Chip by chip with astonishing speed we see the diminishing of our native trees. Soon at the present rate of use we will be a nation without forests. These appalling and alarming conditions are slowly being recognized and millions and millions of young trees for re-forestation and reclaiming purposes have found their way from the nurseries. Those gaunt wastes of land, those barren spots unsuited to agriculture have suppliantly called our products. Were it not for trees, erosion would wash even greater gullies into our hillsides, exposing the bare ribs of mother earth. The nurserymen have made it possible to lay over these soil blemishes and wounds an economic and protective mantle that will some day merit the commendation that such deserves.

Of ornamental Horticulture I might say—if the interpretation of that group of philosophers who say that all human action is prompted by the desire or motive to realize personal happiness, be correct, then the ornamental plants of the nurseryman are certainly to be favorably recognized. America has been a home making and a home loving nation, and a home is now more than a group of buildings, for just as association moulds an individual's character, the environments of contiguous grounds reflect similarly on home life. Our trees and plants in their various forms and colors, their many uses and interesting habits are not only decided enhancements to property values but think of the pleasure and inspiration incited by that delightful contact with nature. Happily through out the country there is an interesting intimacy between art and nature, architecture and landscape. An analyst of outdoor beauty would say to you, "what would the city and the countryside, home and hamlets be today were it not for our shade trees. Think of their sheltering, shielding leafy arms, spreading in protection, or their cooling comforting shading from the torrid noonday sun" and as for beauty, "Their foliage is deeper than the greenest ivy, and in its passing the

scarlet of kings and queens or the purple of dignitaries may well blush!" Or, if we should take from the lawns and parks our shrubs and leave exposed their great barren spots of naked earth, or leave unsoftened the rigid lines and sharp angles of our buildings, or uncovered and unhidden the depressions and unsightly views, wouldn't we miss them, fair of flower, interesting of foliage and attractive of fruit? Or remove our evergreens, the symbol of the never dying, who hold aloft the promise of continuous life when the icy grasp of winter is finally loosened. Or what of the rose, that fairest flower that lips have prest, that we caress in happy and disconsolate hours? The nurseryman produced these and aren't they worth while?

Nurserymen are really creators, for our garden varieties are not all natural forms. Trees are the artificial productions of our culture. If the arts of cultivation and propagation were abandoned for a few years all the annuals and perennials, in fact in time most of the varieties of plants offered today would disappear or be replaced by the few original, wild forms. Strip from the farms and ranches our fruits, tear from the streets and parks our shade trees, exterminate the rose and destroy the clinging vines from the walls, trample to death our blooming shrubs, gather from the bosom of the earth our conifers, destroy the perennial garden, and instead of America paradisiacal in beauty and bounty, you will have left on its remains a veritable Sodom and Gomorrah, cursed and without inspiration, beauty, loveliness or purity. The pleasure and beauty of the garden, the comforts of cooling shade trees, the satisfaction of delicious fruits are sufficient reasons that the existence of the nurseryman has happily been worth while.

While we are prone sometimes to measure ourselves by what we are capable of doing, still we invariably measure others by what they have done. If this is so, then just as you value the existence of the nurseryman. Nursery products have supplied America with things of necessity, utility, luxury and beauty. The nurseryman has been the necessary antecedent of horticulture as it is now practiced in America. While we have many plants that are indigenous to our country, think of the hundreds of foreign varieties introduced by the nurseryman. We have been the originators and collectors of new varieties, that relieve the monotony of restrictive plantings. We have instilled the desire to plant for beautification as well as utility. We have been responsible for the larger per cent. of such planting for we have been the outdoor decorators of America. We have advised as to the congeniality of plant and location. Is there any one selling a product like ours that increases in value instead of decreasing each successive year? Our nurseries have been the channels through which have flowed practically all the plants placed by the hands of man. Just as the Nile is the life of Egypt, so is the nurseryman the life of American Horticulture. Just as the majestic stream expands beyond its banks, and leaves great fertility and moisture in its recessions, so have the nurseryman's products been distributed to enrich the purse and gladden the heart of man. So the nurseryman works in a preferred field. His is a practice of amelioration, his is a process of domestication by which he has clothed the newer America with a wonderful flora, the beauty and utility of which is well beyond all calculable value. Can there be any one so profligate that does not appreciate trees, full of soft foliage, blossoms fresh with spring beauty, and finally fruit melting, luscious and beautiful.

Then how am I to measure the real value of the nurseryman and his influence on America's development? How can I justly appraise his work? Perhaps to tell you that the nurseryman had filled places of honor and trust, or that he had done his share in the economic upbuilding of America, that annually his business amounted to twenty millions of dollars represented in millions and millions of trees and plants, that he employs a hundred thousand men, or that they were liberal users of certain commodities or that the fruit from the plants he sold last year brought many millions of dollars, might measure him by one standard, but show me a standard by which I might gauge the effects of his products. How much would you value the happiness and encouragement inspired by the first foliage of spring, measure the overflowing cup of joy when nature unfolds her blossoms, or weigh the satisfaction occasioned the eye or the palate when observing or enjoying her luscious fruits. Is there a measure into which we may pour the comforts of cooling shade or shadows, or what relative value would you place on the cheering effect of the ever present verdure, or bring me the scales on which to balance the beauty and inspiration incited by the development of these things the nurseryman sells. To value the surgeon's knife guided by the eye of science, or the consoling effect of a murmured prayer, or the inspiration of the bard were just as easy. The existence of the nurseryman has been one of production, education and inspiration, his products necessary, utilitarian and beautiful. We are the followers of a chosen profession and let us continue to ennoble it, so when America has



## SEEDS FOR NURSEYMEN

I am now booking orders for: TREE and SHRUB SEEDS, PEACH PITS, MAZZARD AND MAHALEB CHERRY, MYROBOLAN PLUM, FRENCH CRAB APPLE, FRENCH, JAPAN, CHINESE AND KIEFFER PEAR SEED.

All seeds of new crop and best quality. Send me your list of wants and I will quote you by return mail.

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Apple Buds and Grafts

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A Good Supply of  
Hydrangeas, Deutzia, Spirea, Snow Berry,  
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whirled through another cycle, let the handiwork of the nurserymen with their God-given tools continue to build on every roadside, homeyard and hamlet, on street, park and playground, in fact in every habitat of man, a greater and growing monument of our products.

Just a further thought—one of encouragement and laudation. While the names of our nursery celebrities are not emblazoned with those of other Americans historically great, still history in the future is going to write more plainly on its pages, not the names of men who are conquerors but those who exemplify high traits. Nor will it inscribe so vividly those events that are scourges but rather those that are uplifting, durable and permanent. Remember that in the weaving of the fabric that has made America both beautiful and bountiful, the shuttle of time passes to and fro and in with the woof of manhood and in with the warp of his production generally there has been woven the names and the products of the American nurseryman. If at any time therefore we feel melancholy, don't be discouraged or disheartened, let's take this inspiring lesson from the things we grow—namely that there are no melancholy days—not even those of falling leaves, of dying grass or naked branch. 'Tis true there are some sombre tones in burnished leaves, but what of the gold or the haughtiness of scarlet tints? or the inspiration of the flower buds already formed? Or the culmination of nature's mission in the fruition of the opening bud? Then be encouraged for another year by the seeds, falling with the ever eternal hope of off-spring and be thankful like the leaves dropping, to re-imburse their mother, earth. I think she colors leaves to let you know the soberness of summer foliage is naught to those who plod to advance. She sheds these leaves to caress and feed the breast of mother earth that gives trees sustenance, and one thing more is quite applicable, beneath these leaves are wind sown seeds, that no spot may be left, unfruitful. It is thus that we know trees and flowers and love them, and love them greatly because we know them intimately. That is why the work of the American nurseryman reminds me of the great mosque of St. Sofia. Visitors tell us that as one enters the portals of this great cathedral he is immediately struck by a delightful perfume that permeates the interior. As you wander through, admiring its paintings and sculpture, its mosaics and architecture this fragrance is omnipresent. On inquiry we find that lo' in the building of the temple fourteen hundred years ago there had been mixed with the mortar a generous quantity of musk. So also in the building of the great outdoor temple of American horticulture the products of the nurserymen have supplied a similar musk. When the shadows of life lengthen, or when you and I have gone over the western hills, we too will have left behind us a fragrance and a perfume that will remind generation and generation of our existence. How gloriously, how happily true, is this—"Men must die but their deeds live after them."

### NORTHERN NUT GROWERS' ASSOCIATION

The Northern Nut Growers' Association has been incorporated under the laws of the District of Columbia.

Mr. T. P. Littlepage, chairman of the committee on incorporation announced at their recent meeting, this had been successfully accomplished.

The following committee was appointed to decide upon the seal to be used: Dr. W. C. Deming, Dr. Robert Morris and Willard G. Bixby.

At an election of officers the following were elected to serve the ensuing year: Harry R. Weber of Cincinnati, Ohio, president; J. F. Jones of Lancaster, Pa., vice president; Dr. W. C. Deming, Hartford, Conn., secretary, and H. J. Hilliard, South Beach, Conn., treasurer.

Votes of thanks for interest shown in the association and work done were extended to James S. McGlennon, the retiring president; T. P. Littlepage and P. H. O'Connor.

Papers were read by Dr. Oswald Shriener of the bureau of plant industry, Willard G. Bixby and H. W. Linton.

It was decided to hold next year's convention in New York city September 3, 4 and 5.

### ROSE VARIETIES FOR THE SOUTHERN NURSERY TRADE

By GEORGE F. VERHALEN, Read at the Southern Nurserymen's Convention, Atlanta, Ga.

A rose is a beautiful thing and wins admiration everywhere. Symbol of virtue, it awakens in hearts admiration and loving thoughts, whether in palatial mansion or homeliest hovel and dull and sullen natures are lifted from their grossness.

The nurseryman plays a large and important part in the production of roses, furnishing inexpensive plants to the humble homes where the florists roses may not enter because of their prohibitive cost and short lasting quantities.

The title of this talk necessarily narrows the subject to the varieties which are of commercial value to Southern nurserymen for dissemination throughout the United States. The South is "home" to most kinds of roses; nevertheless, there are some varieties which are not adapted to growing and blossoming in our climate and there are others which are adapted to growing but not to blossoming. I say this because some of the Teas and Hybrid Teas grow vigorously into a large, saleable size plant, the flowers of which never open perfectly because of sun scald in the bud or other cause but which do blossom well and are popular in other climates or localities.

Chief in popularity and demand is Climbing American Beauty. It is staple among nurserymen and needs no introduction to you. Probably next, and giving it a close race, is Paul's Scarlet Climber, an excellent grower with a remarkable scarlet color and is a winner where-ever it is planted. It remains in bloom a longer period by ten days than Climbing American Beauty. Next in the climbing class would be the wonderful Dr. W. VanFleet, beautiful flesh colored and dainty, full double and similar to the Hybrid Tea Antoine Revoire, growing on stems 10 to 12 inches long making it a splendid bouquet rose. The call for it has increased greatly the past few seasons and no nursery should be without it. Companion to Climbing American Beauty is the beautiful lasting pink, Christine Wright. It holds its petals for a long time and, when they do fall, they are still of the same pink color that they opened with. This is uncommon. The flowers are similar in style to Climbing American Beauty.

But better than Christine Wright and one which will quickly get preference is the new rose which is being introduced by the American Rose Society this season—Mary Wallace. It is the handiwork of the late Dr. Walter Van Fleet, a cross of My Maryland and a wichuraiana, a wonderful pink color and graceful bushy or climbing growth. Where Christine Wright is somewhat brittle stemmed and a shy bloomer, Mary Wallace has the opposite characteristics. It is suitable as a large spreading bush, a climber, for a hedge or as a pillar rose. It is even more free flowering than Climbing American Beauty, the color is as good as Testout or Pink Radiance and the buds are ideal for cutting because they grow on long stems. It will take the country by storm as soon as adequate quantities can be grown.

American Pillar and Silver Moon are popular climbers and should be grown more extensively.

These roses are all one season bloomers. However, with us they oftentimes give a few blossoms during the cooler months of the fall.

Of course, Crimson Rambler, Dorothy Perkins, Excelsa, Hiawatha and that class need no elaboration. Excelsa should and is replacing Crimson Rambler because it is a much better rose as a whole, being superior in color of flower, growth and every other characteristic and having the additional quality of being practically free from mildew except in abnormally wet seasons. Crimson Rambler requires sulphur dustings regularly to prevent this disease, the others do not.

A rose which is receiving favorable comment, a sport of Dorothy Perkins, is the variety Elizabeth Ziegler. It is a deeper pink but is otherwise identical in growth and habit. It should substitute Dorothy Perkins in regular nursery planting and the ultimate consumer will surely thank you for the favor.

Rosiere (wrongly listed as Roserie in some catalogs) is the new dark pink Tausendschoen. Florists are discarding the latter for forcing in pots as fast as they can obtain Rosiere because it does not fade out to the dirty white that Tausendschoen does and it holds its foliage much better during the heat of the summer. By the same token it is becoming a popular nursery rose.

Emily Grey is the new yellow Wichuraiana with flowers similar in style and shade to Lady Hillingdon (yellow Tea) and just as large. It will lead in its color as soon as it is disseminated sufficiently and becomes known in the trade. Having blood of the hardy types it should winter as well as the varieties, Dr. W. Van Fleet and Climbing American Beauty.

There are some other new climbing roses which are gradually



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getting a hold in the trade catalogs and which, because of their good qualities, should receive more encouragement than they are now receiving. They are Climbing Orleans and Climbing Baby Rambler (syn, Miss G. Messman), both vigorous growing forms of their dwarf namesakes and, in reality, overgrown bush roses which will serve as such for mass planting in beds or as pillar roses. The name "Climbing" was probably given them to differentiate them from the dwarf bush types. Climbing Orleans grows faster than its partner and probably blossoms more freely if such a thing is possible. They are full and persistent bloomers until frost, a quality much sought in a climbing rose. The Orleans particularly has no faults.

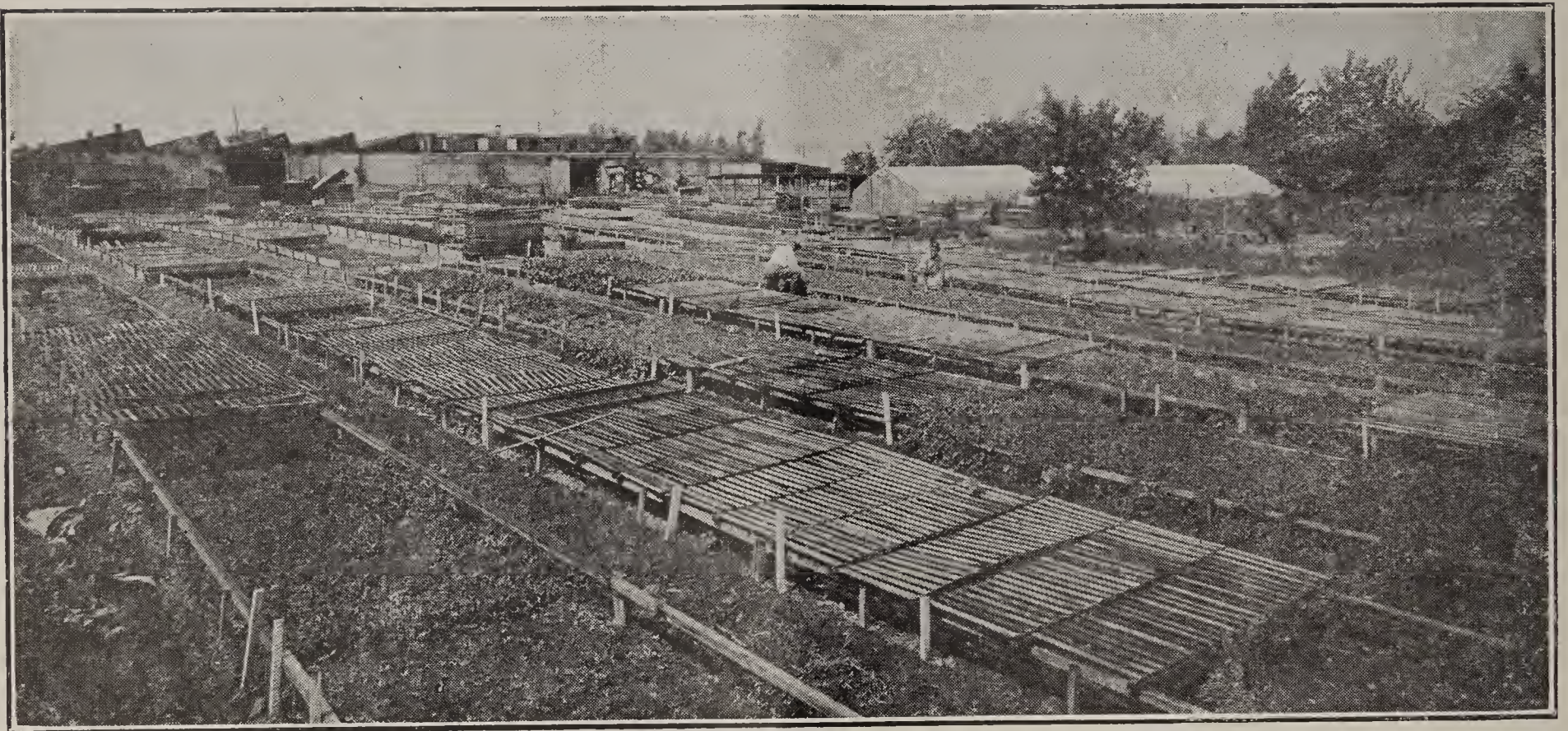
A new class of bush everbearing roses fast coming into leadership as a commercial nursery crop are the Rugosas and their Hybrids. They are hardy into the far northern states and Canada where they withstand the coldest winter conditions without protection. They blossom all season long, are strong and vigorous growing like the hardy people they are intended to serve, have thick, dark green, wrinkled foliage and some varieties with big red and others with yellow seed helps for attraction during winter. The prominent varieties are:

planted.

In Hybrid Teas the leaders are, of course, the three Radiances—Radiance, Red Radiance and Mrs. Chas. Bell, the flesh pink sport; all alike in form of flower and habit of growth; only different in color. They are the standby for long stemmed cut flowers every day of the entire growing season.

Red Letter Day is a winner, being a very attractive bright red, even though it is nearly single. When it becomes known to the trade the old standby, Gruss an Teplitz, will have a hard race for further favor as a bedding rose as it is a much better and easier grower, better color and a very attractive bud. It has more winning ways. It was one of Dr. Van Fleet's favorites in his hybridizing work. It is purely a bedding rose and should be sold as such. A companion rose, having the same general characteristics in size of plant and flower, prolific blossoming, etc., is Betty, described as coppery rose and again as orange salmon, and listed as one of the sixteen best in Captain Thomas' book of "Outdoor Rose Growing." To see it is to love it.

Antonio Revoire does well out doors with us and gives us many cut flowers. It serves as Ophelia for the florists for their summer trade and is the only known parent of that rose and its



*Propagating Frames at the Pontiac Nurseries, Oakland County, Michigan.*

Hansa, strongest growing of all with large full double red flowers; Belle Poitevine, not quite so rank a grower but the best double pink; Sir Thomas Lipton, the best double white; Mrs. Chas. Frederick Worth, another vigorous growing double red, the flowers not as heavy as Hansa but a clearer, brighter red; Agnes Emily Carman, a new red; Blanc double de Coubert, another good white but more prostrate than Lipton; Rugosa rubra, the single red and R. alba, the single white. New Century is a pretty light pink with lighter colored foliage than the others but is a very poor grower and requires two years to make a sizeable sales plant. Conard F. Meyer, although a hybrid Rugosa is of a type of growth more like the H Ps (one of its parents). It has a splendid large pink flower and the characteristic thorniness of the Rugosa. F. J. Grootendorst is the Baby Rambler Rugosa, because it is a Baby Rambler on a Rugosa plant, carrying with it all the characteristics of its dwarf progenitor except its dwarf habit for it grows to be a bush several feet tall and blossoms all season long without the least let-up, covering the entire plant with the pretty Baby Rambler Roses. The growth, leaf, thorns and other habits are Rugosa. Just think of having a Baby Rambler rose which may be planted in the below zero sections of this continent and not requiring any winter protection.

The demand for these cold climate roses is greater than the supply and they are meeting with great favor wherever they are

galaxy of wonder flower descendants, Mrs. Charles Russell, Premier, Mms. Butterfly, Columbia and other popular greenhouse varieties. Of these Columbia is proving itself good for outdoor growing. It defoliates somewhat during the heat of summer.

With Jonkherr J. L. Mock included we probably cover the leaders in Hybrid Teas. Sunburst is rather sparing with its bloom.

In the Tea class there are three which every yard should have—Maman Cochet, White Cochet and Mrs. B. R. Gant (red), with possibly a fourth, Wm. R. Smith, in habit like the Cochets but of a distinctive flesh color. In Texas we only get nice, long stemmed roses from these varieties in the real early spring during the first flush of bloom and during the cool fall season. They are really more beautiful in the fall. During the summer the hot sun scalds the petals.

Among the Hybrid Perpetuals we find the following varieties popular. General Jacqueminot, red, so old that it ("Gen. Jack") is a household word and people ask for it because they do not know of any other. There is a better red, of about the same age, though not as rank a grower as to number of canes per plant—Capt. Hayward—having a fuller flower, stronger stems and, with us in Texas is a continuous bloomer from May until frost. Ulrich Brunner will always be popular because no other HP has the dazzling cherry red color. J. B. Clark is a most excellent



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FALL 1923

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prises our surplus at this date:

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|--------------------------|--------------------------|
| 7000 American Beauty     | 1500 Luxemburg           |
| 300 Bessie Brown         | 300 M. C. Ilchester      |
| 560 Capt. Christy        | 150 Mad. Abel Chatenay   |
| 2200 Etoile de France    | 1800 Mme. Caro. Testout  |
| 750 Etoile de Lyon       | 200 Mme. Jenny Guillemot |
| 6800 Frau Karl Druschki  | 750 Mlle. Fran. Kruger   |
| 540 Geo. Dickson         | 1500 Maman Cochet, White |
| 2000 Gen. Washington     | 1300 Maman Cochet, Pink  |
| 1400 Jonkheer J. L. Mock | 800 Mrs. Dudley Cross    |
| 1600 Killarney, Pink     | 4000 Magna Charta        |
| 300 Killarney, White     | 1800 Meteor              |
| 6000 K. A. Victoria      | 9000 Paul Neyron         |
| 300 La Detroit           | 6000 Radiance, Pink      |
| 2500 Lady Hillingdon     | 3000 Radiance, Red       |
| 2000 La France, Pink     | 1500 Sunburst            |
| 2000 La France, White    | 1100 Ulrich Brunner      |

### CLIMBERS

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| 3000 American Beauty   | 2000 Marechal Neil |
| 1400 R. M. Henriette   | 1500 Meteor        |
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Make up your want list from the above and we will be  
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PRIVET—Extra fine, 2-year, well branched. Will grade  
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RIVER PRIVET.

## CHATTANOOGA NURSERIES

CHATTANOOGA, TENN.

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red rose but, from the growers' viewpoint, a hard one to prepare for shipment as it is a rank, sprawling grower with stiff stems. His Majesty is the prettiest red rose we have. It has a long pointed bud, the petals recurving as the open. It blooms sparingly all summer, its one fault being its slender stems with flower buds coming occasionally on weak necks. Despite this, it is well worth having in every list. We like to grow Magna Charta (pink) because it makes good tops and good roots and is a splendid blooming rose for our customers. It is the most popular HP for florists' forcing also. A better rose for blooming (with us) in Anna de Diesbach. It is similar in growing habit to Magna Charta but blossoms throughout the summer and fall. While we classed Conrad F. Meyer with the Rugosas before, it travels with this class and is the best all-around pink in the HPs. Paul Neyron is an old and popular sort. Frau Karl Druschki is beloved by all for its beautiful snow white buds and blossoms and its everblooming quality.

A recent introduction among hardy roses for universal planting is Hugonis, the new yellow introduced from China a few years ago. You are familiar with it from the publicity which it has received through advertising and articles in the trade papers and the American Rose Annual. First to bloom in the spring and hardy as an oak it is sure to be in big demand as soon as adequate plantings can be made by nurserymen and the stock produced in quantity. It is worthy of a place, not only in rose gardens but in every shrubbery planting and is excellent for hedgework.

These newer roses should be listed in every catalog. Two other varieties should be mentioned at this time and they are the Harrison's Yellow and Persian Yellow, both of which will serve a like use and will blossom later than Hugonis.

Make haste and list these newer roses in every catalog, giving them the same eloquent description which made the now standard sorts popular. It is illogical to expect our customers to buy something which we do not advertise and of whose existence they are not aware. Get them before the public eye and then get busy with your supply. You are wideawake nurserymen.

Now, there are some roses which one ought not attempt to propagate or plant in this climate, varieties which, though possibly favorites in other sections, are raggedy, unkempt, slow growing into scarcely saleable plants during a season's vigorous growing campaign. I refer to such varieties as La France, American Beauty, Mme. Caroline Testout (favorite in our Northwestern States), Blumenschmidt, Etoile de Lyon and most of those which were so popular in the early days. There is one newer one also, a veritable culprit, stealing its thunder from its stronger, popular brother, Crimson Rambler—I refer to Flower of Fairfield said to be an everblooming Crimson Rambler. It should be dropped like virulent poison because of its entirely unsatisfactory manner of growth and blossoming. It is a slow, low growing plant, and is quite likely to lose you customers instead of winning them because they are liable to believe that you have misled, misinformed and duped them. It most certainly is not an everbloomer in the sense that the term is ordinarily accepted. After the spring flush of blooming the plants sometimes have as many as two or three tiny blossoms on occasionally through the summer. Of course, it may do better in the far north. There are varieties to replace it and they are the Climbing Orleans and Climbing Baby Rambler. They will win the patronage for you.

With about two thousand varieties of roses listed in America you may observe that nurserymen generally are holding down to some forty or fifty standard sorts. We do not list many of the Teas and Hybrid Teas because they are mostly for the favored few who either live in a mild climate or are gifted with means to protect their beds or renew the plants each spring. Doubtless some meritorious hardy ones have been omitted from this talk when they should have gotten favorable mention.

The larger portion of the people demand hardy roses which will increase their blooming capacity from year to year. These people have no room for a bed of H Ts from which to cut blooms for the house. The hardy roses give them one grand show for three weeks to a month or more and they are well pleased.

The business of growing roses, the hybridization of them and the introduction of new varieties has a wonderful field for progress. Let us to the work.

## NATIONAL ASSOCIATION OF GARDENERS

The first annual meeting of the Western Pennsylvania Branch of the National Association of Gardeners was held in the Carnegie Library, Pittsburgh, October 16, with Manus Curran, chairman, presiding. The secretary's report of receipts and expenditures for the year, ending

October 16, showed the branch to be in a strong financial condition. Chairman Curran thanked the local convention committees for their whole-hearted support both before and during the convention in Pittsburg in August. President Barnet, of the National Association, read several letters from members who had attended the convention, which indicated how much they had enjoyed it. The branch approved the applications for membership of Carlos E. Norton, active, and Walter L. Voss, associate. A letter was read from James Wilson, chairman of the North Shore of Illinois Branch, requesting an opinion from the Western Pennsylvania Branch on Article 111, Section 1 of the By-Laws, relative to the suspension of members in arrears of dues for more than one year. This subject is to be brought up for discussion at the spring meeting of the association to be held in Cleveland. The branch agreed with Mr. Wilson that there should be some system of co-operation between the various branches, so that any problems taken up by one may be thrashed out by all the branches before the annual convention, and the stand of the branches on the problems be learned. James Moore, superintendent of West Park, Pittsburgh, was elected chairman, and Henry Goodband was re-elected secretary of the branch. Manus Curran, the retiring chairman, received a rising vote of thanks for the able manner in which he has presided over the meetings during the year. The next meeting is to be a business and social affair in charge of the following committee: John Fornoff, chairman; William Thomson, Jr., John Barnet, Roderick W. Ross, James Moore.

The fourth meeting of the North Shore of Illinois Branch was held at the home of the secretary on the James Simpson estate, Glencoe, on October 15, with James Wilson, chairman, presiding. Several letters from the branches in the different states were read, referring to the re-instatement of members under Article III, Section 1, of the By-Laws. It was voted to send a delegate to the Cleveland meeting in the spring to express the views of the branch on this subject. Thomas Blair interested his employer, Mrs. Belle Kuppenheimer, in the association as a sustaining member. Several applicants, who have signified their willingness to become members by January first are being investigated.

The Cleveland Branch will hold a meeting at the home of its chairman, R. P. Brydon, on the estate of Mrs. F. F. Prentiss on the evening of October 29.

The Nassau Co., L. I. Branch will call a meeting for some time during the latter part of November, following the fall shows.

## THE PINEAPPLE PEAR

The Pineapple pear, developed in Southern Georgia, promises a great deal for pear production in the South, particularly in the Coastal Plains region. The principal trouble with pear growing is blight. This disease is such a terrible enemy of the pear that it has practically destroyed commercial production in most sections. Some varieties are more susceptible to it than others. The old Kieffer seems to be more resistant than any of the varieties known before the development of the Pineapple variety. Every effort has been made to inoculate this pear with blight, both artificially and naturally. The Georgia Experiment Station says that it may be considered 100 per cent proof against this disease.

Because of being blight-proof, this pear should be very largely planted in the South, particularly in the Coastal Plains region. It is believed by many that it will do well all over the South,



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700 Searle Bldg., Rochester, N. Y.

# LABELS FOR NURSERYMEN THE BENJAMIN CHASE CO. DERRY N. H.



although it has some weaknesses which may cause it not to be so well adapted to the upper portions. It blooms early, and in the upper portions of the South would probably be in danger from early frosts. This pear likes the deep, open, porous soils that are found in the Coastal Plains region. It does not do as well in the clay soils of the Upper South.

This variety is a rapid grower and bears early. The trees have been known to produce fruit in considerable quantities at from three to five years of age. It produces very heavy crops. Often 8 or 10-year-old trees must be propped up to prevent breaking. It has proved to be a most excellent variety for canning purposes, is a good shipper and keeps a long time.

This pear can hardly be too strongly recommended, provided one keeps in mind the weak points along with the strong ones. The early blooming habit is its outstanding weak point, but many believe this will gradually be overcome and that it will soon be the leading variety of pears not only for the Middle and Lower South, but for all sections of the country. Certainly, its blight-resisting qualities, its early fruiting, and the heavy crops procured, make it by all odds the outstanding variety for the Lower South.

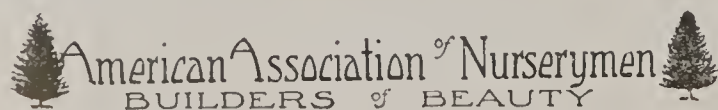
Ten-year-old trees of Pineapple pears have been known to produce 18 bushels to the tree. One very old and large tree produced 66 bushels. While these yields are much above the average, they indicate what may be expected under ideal conditions. The original or parent tree of this variety is still healthy and sound, and producing large crops. It is located in South Georgia.

L. A. NIVEN, in The Progressive Farmer.

#### CATALOGUES RECEIVED

- Princeton Nurseries, Princeton, N. J.  
Wholesale Price List
- Ernst's Nurseries, Eaton, Ohio  
Wholesale Price List
- California Nursery Co., Niles, Calif.  
Roses Wholesale List
- School of Horticulture for Women, Ambler, Pa.  
Year Book
- Naperville Nurseries, Naperville, Ill.  
Wholesale Trade List
- Charles Detrich & Fils, 123 Route-de-c, Angers, France  
Price List
- Evergreen Nursery, Woodville, Texas  
Wholesale Price List
- Young's Aurora Nurseries, Aurora, Ill.  
Wholesale Price List
- Young's Aurora Nurseries, Aurora, Ill.  
Peonies and Iris
- DeBaun & Co., Wyckoff, N. J.  
Wholesale Trade List
- DeBaun & Co., Wyckoff, N. J.  
Catalogue
- Cedar Hill Nursery & Orchard Co., Winchester, Tenn.  
Advance Price List
- Conyers B. Fleu, Jr., Germantown, Phila., Pa.  
Price List
- Naperville Nurseries, Naperville, Ill.  
General Price List
- Garden Nurseries, Narberth, Pa.  
Fall Wholesale List
- R. H. Bath, Ltd., Floral Farms, Wisbech, England  
Special Trade offer of Sweet Peas
- D. Hill Nursery Co., Dundee, Ill.  
Hill's Evergreens
- A. E. Wohlert, Narberth, Pa.  
Buxus Suffruticosa
- Charles C. Nash, Three Rivers, Mich.  
Condensed Price List
- Naperville Nurseries, Naperville, Ill.  
Wholesale Trade List
- Forest Nursery Co., McMinnville, Tenn.  
Wholesale Trade List

Henry B. Chase arrived home after a wonderful automobile trip, running up a total mileage of 4,390, which he claims to have accomplished on 262 gallons of gas with Alabama air in the tires during the entire trip. He is now very proud of his Packard.



Munson Nurseries, Denison, Texas, general catalog leading off with fruits, among which the grapes play a very important part. The Munson Nurseries are specialists and the originators of many varieties.

#### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the ACT OF CONGRESS OF AUGUST 24th, 1912

Of the NATIONAL NURSERYMEN, published monthly at Hatboro, Pa., for October 1, 1923.

State of Pennsylvania.

County of Montgomery.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Thomas B. Meehan, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the NATIONAL NURSERYMAN, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation) etc., of the aforesaid publication for the date shown in the above caption, required by the act of August 24th, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form: to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are:

Publisher—THE NATIONAL NURSERYMAN PUBLISHING CO., INC., Hatboro, Pa.

Editor,—ERNEST HEMMING, Easton, Maryland.

Managing Editor,—None.

Business Manager,—THOMAS B. MEEHAN, Dresher, Pa.

2. That the owners are:

James McHutchison, Jersey City, N. J.

Thomas B. Meehan, Dresher, Pa.

Penrose Robinson, Hatboro, Pa.

O. E. C. Robinson, Hatboro, Pa.

Albert F. Meehan, Dresher, Pa.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: NONE.

THOMAS B. MEEHAN, Business Manager

Sworn to and subscribed before me this 1st day of October, 1923.

ELMER MILLER, Notary Public.

(My Commission expires Mar. 11, 1925.)

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2000 Soft Maple 6-8' and up transplants

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10,000 Ash seedlings 2-3'

3000 Box Elders 2-3', 3000 Norway poplars 5-6', 2 yr.

Dahlias, Gladiolus, all colors, prices right.

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Barberry Thunbergii, 3 yr., 12-18 in., 18-24 in.  
Hydrangea P. G., 2 yr., 12-18 in., 18-24 in., 2-3 ft.  
Poplar Carolina—Lombardy, 6-8 ft., 8-10 ft., 10-12 ft.  
Spirea Van Houttei, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.  
Currants, 2 yr., No. 1; 2 yr. No. 2  
Grape Vines, 2 yr. No. 1; 2 yr. No. 2.  
Privet Cal. 2 yr. well branched, 12-18 in., 18-24 in., 2-3 ft., 3-4 ft.

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Wholesale Price List on Request*

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**Wholesale Growers of Nursery Stock**

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Lining Out Stock a Specialty*

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Privet, North, California. South, Ibota, Vulgaris  
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Can supply 30,000 2 year plants from 4 to 7 canes. This is the finest block of Privet we have grown, and a great many of these plants will do for specimens.

18 to 24 in. 2 to 3 ft. and 3 to 4 ft.

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We have a good supply of 1 year peaches and June Buds, one and two year apples—Concord Grapes, St. Regis Raspberries and any other stock you want for Fall and Spring delivery.

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FAYETTEVILLE, ARKANSAS**



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with that  
Wonderful Root System

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**(Incorporated)**

**Holland, Michigan**

**28 Acres in Perennials**

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Growers of First Quality Pecan Trees. Dependable for giving profitable returns. All standard varieties. Place orders now.

Also growers of open-field-grown budded and grafted Rose Bushes and other nursery stock.

**SUMMIT NURSERIES, Monticello, Florida.**

### PEACH SEED

Several hundred bushels from crop 1922. Better place your order now. 1923 crop will be very light.

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ESTABLISHED 1893

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INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock.

Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

**SUBSCRIPTION PRICE \$1.50 per year in advance. FOREIGN SUBSCRIPTIONS \$2.00 per year in advance.**

**ADVERTISING RATES ON APPLICATION**

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**HATBORO, PENNA.**

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Boxwood, Rhododendrons, Andromedas, Ericas, Azaleas,  
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Inspect Our Stock.

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Our list quotes lowest prices.

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| Blackberries | Hardwood Cuttings | Althea Seedling         |
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And Other Shade Trees in All Sizes

A Fine Lot of

### CALIFORNIA PRIVET

12-18 in. and 18-24 in.

And Hardy Shrubs of All Kinds

Also a Limited Supply of Fruit Trees and  
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Ornamental Trees, Shrubs, Vines, Woody and Herbaceous  
Plants of the Blue Ridge Mountains, including: *Kalmias*,  
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Approximately 500 species

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Correspondence from large planters solicited.

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Largest assortment in New Eng-  
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Sturdy, choice stock that can be  
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**The Bay State Nurseries**  
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Mass.

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This New England soil and cli-  
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We still have a  
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Including a good  
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medium sizes.

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We are headquarters  
for Taxus Canadensis,  
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dendron Carolinianum  
and Azalea Kaempferi.

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AT A NEGLIGIBLE PRICE.

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PERCENT OF THE NURSERY TRADE ARE

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Apple Trees (1 and 2-year)

Peach Trees

Cherry Trees

Plum Trees

Apple Seedlings

Apple Grafts

White Elm Trees, all sizes



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Stock grown wide apart is bushy and well  
rooted, especially suitable for wholesale or  
retail trade.

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CATALOGUE NOW READY

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**THOMAS B. MEEHAN CO.**

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J. G. HARRISON & SONS, Proprietors

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# THE NATIONAL NURSERYMAN



DECEMBER 1923

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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Established 1847.

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FRUIT AND ORNAMENTAL  
TREES AND SHRUBS**

Will be pleased to quote on your list of wants

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Graft and Stock Planter and Firmer

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SHENANDOAH, IOWA.

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We still have Apple, Pear, Myrobolan and Manetti Rose Stocks to offer.

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With our unsurpassed STORAGE FACILITIES, are able to make shipments all winter.

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*New Land Grown*

Our plantings consist largely of the new and old standard and everbearing varieties, and are all new land grown, free from disease, well rooted, healthy and TRUE TO NAME. Let us take care of your wants in Strawberry plants, shipping to you; or DIRECT to your customers using your tags. If you are not receiving our trade lists ask for a copy which prices other small fruit plants: Grape Vines, Asparagus roots, also fruit trees, California Privet, Barberry Thunbergii, Flowering Shrubs, etc.

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Selbyville : Delaware

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You Cannot Afford

Not to Check Our Bulletins

You will receive them frequently throughout the season. Varieties like Baldwin Apple, Seckel Pear, Hale Peach and many others are practically out of the market today. And you, Mr. Buyer, will get left on a whole lot of other items if you do not check our bulletins carefully now.

ORDER TODAY



## C. R. BURR & COMPANY, Inc.

GENERAL NURSERYMEN

MANCHESTER, CONN.

We Do Not Sell at Wholesale to Retail Buyers



## BULLETIN NO. 1



First call for the Spring trade has been sounded!

Bulletin No. 1, issued early this month, tells you varieties, grades and quantities of stock available for immediate or Spring shipment, as far as inventories have been completed. If you have not received a copy, write us.

The "early shopper" is going to get "the best of it" this year—in quality of stock and delivery when he wants it.

### Jackson & Perkins Company

—WHOLESALE NURSEYMEN—

*Growers of "THE PREFERRED STOCK"*

Newark : New York

## CHERRY TREES! CHERRY TREES!

ONE AND TWO YEARS OLD

THE BEST YOU EVER SAW

**EXTRA HEAVY                  EXTRA TALL**  
**EXTRA WELL BRANCHED**

*Write for Our Attractive Prices*

We also offer a general assortment of other stock including Standard and Dwarf Apple, Standard and Dwarf Pear, Plum, Plum on Peach, Quince and Peach.

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DANSVILLE, N. Y.

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Direct Imports From France

Pears, Apples, Mahalebs, Mazzard, Quince, Myrobalans, Manetti and Multiflora, etc.

Prices on all grades quoted for account of Vincent Lebreton's Nurseries, Angers, France, for December or February Shipment.

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LILY BULBS—Candidum, Auratum, Rubrum, Album, Magnificum, etc.

Gladioli and all other seasonable bulbs. Write for wholesale trade list

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Japanese Natural or Dyed Green. Domestic Natural, Chinese Tonkin Stakes

### RAFFIA

Red Star and Two Other Brands of Natural, Also Dyed in 20 Colors

Write for Prices on Trade Stationery, Specifically Stating Your Requirements

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If you are in need of lining out stock why not write for our wholesale trade list before placing your order. Our prices are low because we specialize in young stock.

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THE

**North-Eastern Forestry Co.**

**CHESHIRE**

**...Connecticut...**



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Give us your want lists

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**FRUIT TREES**

**EVERGREEN TREES**

**SMALL FRUITS**

**SHRUBS and VINES**

**FIELD GROWN ROSES**

(57 Acres of Them)

**HARDY PERENNIAL PLANTS**

Peonies — Iris — Phlox

**HOLLAND and JAPANESE BULBS**

**GREEN-HOUSE PLANTS**

**SEASONABLE SEEDS**

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Why not today?

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1200 ACRES  
45 GREENHOUSES



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Topeka

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*We Offer*

Apple, Cherry, Peach, Plum  
and Kieffer Pear Trees

Apple Seedlings

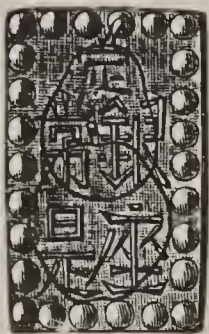
Japan Pear Seedlings

Forest Tree Seedlings:

Black Locust

Honey Locust

Catalpa Speciosa



Now is the time to cover your  
requirements for Fall or  
Spring in

FRUIT TREES  
SHRUBS  
ROSES  
and  
HEDGE PLANTS

*Trade List Ready Now. Glad to Quote on  
Your Want List*

THE HUNTSVILLE WHOLESALE NURSERIES, INC.,

HUNTSVILLE, ALA.

1872—1923

## Evergreens for Porch Boxes

Maybe you have some small Evergreens that would fill porch boxes nicely. As they are to last only through the winter, irregular or badly-shaped plants can be used effectively by massing in boxes.

Sell some Florists the idea of filling a box, putting it on display and taking orders. It would take up small room and would be attractive in the store. You can ship the collections, the Florist can fill and deliver the boxes and make money on both box and plants. And the idea will appeal to the Florist because he won't have to keep Evergreens on hand: just the sample.

Many Florists sell Canaries and Gold Fish: why not your Evergreens for porch boxes?

Try it. Let us make you a circular for mailing to the florists within easy distance of you. By all means, use a picture of your own, showing the collection you want to sell, planted in a porch box so the buyer will see what he is going to get. Others are selling a raft of evergreens that way.

## THE DU BOIS PRESS

*Horticultural Color Printers*

ROCHESTER, NEW YORK



## SUGAR MAPLES

*In Car Load Lots*

All sizes from 1½" up to 4" Caliper  
**BEAUTIFUL TREES**



## NORWAY MAPLES

2 to 3" Caliper

*In Car Load Lots*

*Write For Prices*



C. M. Hobbs & Sons  
Bridgeport, Indiana



# The National Nurseryman.

FOR GROWERS AND DEALERS IN NURSERY STOCK

The National Nurseryman Publishing Co., Incorporated

Vol. XXXI

HATBORO, PENNA., DECEMBER 1923

No. 12

## The Propagating Question

*Address By I. D. Hudgins, Chamblee, Ga., Before the Southern Nurserymen's Association*

A plea for high grade American plants, horticultural history does not record the same degree of advancement in scientific discoveries, and improved methods of production that is found in other fields of industry.

Nature holds out an open book, and does all she can to teach us her ways, and methods of production; yet, we have scarcely learned the alphabet of horticultural science.

We are still groveling in the old ruts, and using the same methods of propagating plants and securing new varieties that were used by the ancient and medieval nations centuries ago.

In this advanced age of science and invention, we still rely upon chance seedlings for new varieties; and depend on cuttings, budding and grafting for multiplying the kinds of plants, in the same way it was done before the Christian Era.

Our intelligence teaches us that every variety of plant contains individual elements that determine the character and quality of its leaves, flowers and fruit.

Science teaches us that the action of protoplasm and and chlorophyl on a spore cell, determines whether that particular cell shall be a wood-fiber, a leaf, a flower-petal or a fruit.

Protoplasm, chlorophyl and cellular structure, appear to be natures' combination lock; that so long defied human intelligence to unlock, and allow it to produce any kind of plant it might desire, and chemistry is the key which will eventually open the door.

Plant sports, asexual Hybrids, and fruit-like growths found on plants are attributed to certain insects. Their natural instinct has led them to control plant-growth for their own accommodation; shall we allow the instinct of the lowly insect to surpass human intelligence?

Already, some light has dawned on this problem, experiments made have produced startling results; and, who knows, but that at an early date, some horticultural scientist may be able to produce any style or quality of plant, right in line with the artist and manufacturer.

Co-incident with increased population and demand for plants, the nurseryman finds he must increase his facilities for supplying the trade.

A ready source of lining-out stock of plants, is a prime factor to a nursery, as capitol to commerce or raw material to a manufacturer.

Previous to the World War, or rather, before the Federal Embargo, limiting the importation of foreign grown nursery stock, it was a custom for American

Nurserymen to depend upon "small" imported ornamental stock for the greater part of his plantings.

These were supplemented, of course, by some greenhouse products and a few seedlings, and such kinds of hard-wood cuttings he could root himself.

Now, that the embargo has practically shut out the supply of cheap foreign stock; and, in the face of a rapidly growing demand for every kind of flowering shrub and ornamental plant; especially, the higher types of evergreens; we find the American nurseryman confronted by two serious problems.

First. The difficulty of getting a supply of lining-out stock.

Second. The scarcity of practical and scientific propagators, who can get results without a greenhouse or other prohibitively expensive equipment.

Conditions having arrived to this stage of affairs, allow me to state this fact: "When necessity demands a new road to success, 'science and invention' is ever ready to pave the road."

Botanists claim that cuttings of every kind of plant should root readily if taken in proper condition and submitted to its essential elements under the proper conditions.

The essential elements are: light, heat and moisture; and we have only to modify and regulate these elements properly, to root cuttings of any kind of plants.

Now, it does not matter, whether these elements are supplied by artificial means, as in a greenhouse; or, furnished by nature from sunlight and rain; if properly regulated, the results are the same.

Experiments have proven, that neither a greenhouse, hot-bed, glass, nor potting of plants are necessary to root plants all summer.

This applies to broad-leaf evergreens, conifers and all other plants usually grown from cuttings.

In fact, right here in the south, conditions are such that we may continue the cutting bed the year 'round.

Summer cuttings may be used from April till November; and hard cuttings, from December till March.

The Southern Nursery Association has crossed the border line of experiment; has subdued the offensive, and now stands armed and fully equipped for success in a land of opportunity.

With a southern climate for a greenhouse, the sunny sky for the glass, congenial soil for a plant-bed and a whole world of eager enthusiastic buyers for a market; you only have to reach out for success and it is yours.



# Fruit Tree Bud Selection in California

By George C. Roeding

During a recent tour of observation and study occupying about three months' time and covering the Southern States (notably Florida), the Atlantic coast and middle eastern section, I visited many of the leading nurserymen, and so far as possible put myself in touch with state and federal investigators and research workers. My aim was to learn all I could concerning ways and means of growing trees and plants of better quality and larger economic values. Naturally I heard a great deal about bud selection, although the word "selection" was not in evidence quite so often as that of "pedigreed trees." And in the minds of many the latter was severely criticized. As applied to nursery trees it is certainly deceptive. It implies offspring from male and female parentage, which in their main outlines typify ancestral characteristics. It is particularly significant when applied to the values in horses and cattle, in sheep and hogs. The selected bud from a record performance tree has no such background. It is a single unit which has no relation whatever to the matter of sex, much less a breeding propensity. Hence, pedigreed trees are only in name, even though certain nurserymen advertise, "Quality and pedigreed trees certified to under affidavit." In California the expression has for some years been in the discard; as a matter of fact it never should have been tolerated.

## THE SIGNIFICANCE OF BUD SELECTION

It is quite generally recognized that the product and habit of budded grown trees will be somewhat variable; literally no two trees are quite alike, even when the buds are the selected product of record performance trees, though commercially both fruit and tree will qualify for quality and uniformity. If selected buds show differentiation, what shall we say of those cut at random either from orchard trees or those in nursery rows? Are not the chances of better trees immeasurably in favor of the buds cut from robust record performance trees? While bud selection will not give us a race of super fruit trees, its intelligent application in both citrus and deciduous fruits has demonstrated its capabilities by enhancing quality and yield. To what extent is problematical, but when done under close observation, and conditions are favorable, it certainly has considerable betterment to its credit. In this connection it is indeed high time that the indiscriminate methods of cutting buds practiced by nearly the entire nursery trade should cease and the nursery plant industry become the recognized leader in the adoption of methods which will produce only the very best of trees in the matter of growth, productivity and quality of fruit. Fruit growers should not be led astray by statements that the trees offered for sale will prove to be super trees in quality and quantity production; but proof should be honestly presented that every effort has been put forth to secure buds from trees which possessed the necessary qualifications to make them worthy progenitors for the propagation by bud selection of more trees of like character.

As an illustration, let me cite the use of the improved French prune which came under my observation and that of other nurserymen (notably Leonard Coates, who has done more valuable research work with the prune than any other one individual in California) about 10 years ago. Practically all of the trees in the orchard under consideration had for a period of 20 years produced prunes which ran to large sizes; even a novice wandering through the orchard year after year could not avoid being impressed with the fact that the trees producing these large-sized prunes repeated the performance year after year—a fact fully authenticated by the dried product as it was delivered annually to the packing house. A nurseryman who refuses to acknowledge evidence like this and continues to cut his buds from trees which produce the smaller-sized prunes is not worthy of his calling. The fact that nursery trees grown from selected buds cut from the trees here cited when coming into bearing in different places have maintained the bearing values and characteristics of the trees from which the buds were obtained fully demonstrates the value of this selection. If this holds good of the prune, why not of other stone fruits; why not also apply it to the pomaceous fruits? To expect a tree grown from a selected bud to give a good account of itself where soil and climate conditions are unfavorable is hardly reasonable; it is, however, quite possible and even probable that under more favorable conditions of soil environment and certain localities the progeny may even show an improvement over the host tree from which the selected bud was cut. Under unfavorable conditions, the opposite might occur. The truth of this we must admit.

## AN EXPANDING INDUSTRY

The California fruit industry is growing by leaps and bounds, and under our favorable soil and climatic conditions it will continue to expand and dominate commercially. To this development there can be no backward step, and if the nurserymen are going to live up to their obligations they must become leaders in an endeavor to greatly improve the size, quality of flesh with less waste in size of pit, flavor, shipping, drying and canning characteristics, and other conditions as may be warranted by such a large specialized business as horticulture is getting to be, not only in California, but also in a number of other states. Just what method should be followed in propagating meritorious varieties and strains of fruit is hardly possible to define at the present time, nevertheless much of the confusion which frequently arises with a new and worthy fruit can be avoided if first tested out by the originator and then submitted to state and federal experts with a view to definitely defining its particular uses and values, and in what particular it differs from those already in the market. If bud selection is feasible with citrus trees, why not with deciduous? The experience of California observers bears out the opinion that it is a working proposition, which is in large measure demonstrated by the uniform quality of our fruit and fruit food products and the dominant position they hold in the markets of the world.

## RELIABLE SOURCES OF SUPPLIES

The practical application of bud selection in the growing of nursery fruit trees calls for skill, judgment and some detail. Obviously records should cover a period of years. In the case of citrus fruit in California the record trees and orchards are under the control of the Citrus Fruit Exchange, composed of 8,000 members, and the buds are cut by their experts and sold to nurserymen. No buds are cut from trees under a five-year performance record, which must show quality and quantity yields up to certain averages. The guarantee of the Fruit Growers' Supply Company (subsidiary organization of the California Fruit Growers' Exchange) is behind every selected bud it sells, as being genuine, because cut from a record tree. If selected buds, under such conditions as here outlined, are to be had at reliable sources, it requires no prophet to foretell improvement in quality of our commercial fruit and a larger and regular yielding capacity.

## SHALL WE HAVE SELECTED ROOTSTOCKS?

This question does not imply kinds and varieties to meet varying conditions, but quality. We all know that there is variation in any given block of seedling trees, no matter where or how grown. Now those trees in nursery row that show the most growth, possess stamina and virility, will invariably make the best trees. If these are budded to selected buds cut from record performance trees, and properly grown, it seems to me that the nurseryman so producing his stock has done about everything in his power to produce and deliver a profitable tree when placed in orchard form. And in large measure this is just what the advanced nurserymen are trying to do in California. They are practicing bud and rootstock selection with the firm conviction, as has been demonstrated with citrus fruits under the direction of the United States Department of Agriculture, that it tends to insure (1) maintenance of type; (2) quality and size of fruit; (3) yield of fruit and character of tree; and (4) takes some of the chance out of fruit culture and puts into it a little more science that leads to better trees and better production.

## AN AUTHORITATIVE BUT NEGATIVE VOICE

While visiting some of the representative nurseries and fruit growers of New York state it was my privilege and great pleasure to have come into personal contact with U. P. Hedrick, of the Agricultural Experiment Station at Geneva, with whom I had an animated discussion on bud selection. Having accomplished a great work in the publication of books on the pears, plums, cherries and grapes of New York (all of which are destined to become classics) and being recognized as an authority on fruit culture, I was interested to know his opinions on the subject, which are at variance with those entertained and promulgated by Mr. Shamel. Mr. Hedrick is firmly of the opinion that the practical difficulties in growing trees from selected buds (granting for the moment that improved nursery stock may be so obtained) are almost insuperable. He states his position briefly in the following numbered paragraphs to which our comments follow:

1. Hedrick: A bearing tree surpassingly good in one quality



may be deficient in others. A tree bearing large apples might be unproductive, subject to fungi or insects, lacking in vigor or hardiness, or short-lived. Selecting for one quality will not do. The more qualities, the more difficult the tree to find and the more complicated is selection.

Roeding: It seems to me this statement is too drastic and so negative in character as to the practical application of bud selection that it creates a wrong impression in the mind of the reader. That it is untenable is definitely answered by the experiments with the Improved French prune and other instances that might be cited. If what is said is accepted at its face value, we would have to concede that selection in fruits is surrounded by so many insurmountable obstacles that all effort to improve existing varieties is a waste of time.

2. Hedrick: The selected buds must be worked, in the case of tree fruits, on roots that are variable. To have "pedigreed" trees it is necessary to have "pedigreed" roots as well as "pedigreed" tops.

Roeding: Here we again bump against the expression "pedigreed" trees, which is certainly misleading. As already explained, bud selection is something different. Professor Hedrick is too sincere a worker in behalf of better things in horticulture to be accused of not believing in the betterment of our fruits. All this talk about "pedigreed" trees is bunk. What he fears is that nurserymen will use the word "pedigreed" as an incentive to induce their customers to buy something which they (the nurserymen, know is not what they represent it to be. In other words, they are attempting to foist something on the public which is supposed to be superior, while as a matter of fact it is nothing of the kind.

3. Hedrick: It is the experience of those who have taken buds from bearing trees that the resulting nursery plants lack vigor, and remain weaklings for several years.

Roeding: I have been cutting buds from record bearing trees consistently for over 35 years, and I can say truthfully that trees so grown, on coming into bearing, have stood the test sufficiently to verify the truth of the statement that bud selection does perpetuate type and character of fruit and bearing capacity of the tree from which it was cut. There are other nurserymen in California who have followed along the same lines with similar experiences.

4. Hedrick: If pedigreed trees become the vogue, tree-growing must become a petty business. Climate and environment would permit nurserymen who are growing pedigreed stock to propagate only a half dozen varieties of any fruit. Not more than this number of sorts is so pre-eminently adapted to any one geographical region as to give good mother trees.

Roeding: The word "pedigreed," as applied to trees, should be eliminated from the nurseryman's vocabulary. To place bud selection in the discard would be an admission that we should be satisfied with what we have and not attempt to improve varieties to not only meet varying soil and climatic conditions, but to better quality and yield of fruit.

5. Hedrick: Fruit trees are not sufficiently well fixed in their characters to make selection from single "best" trees worth while,

even should their characters be transmissible. Thus, trees in many cases do not show their best attributes until late in life or, to the contrary, fail as they grow older; or are affected for better or worse by moisture, food, or physical conditions of soil in certain seasons; or insects and fungi may give them a variable and uncertain standing. A nurseryman with the best intentions might thus propagate from a prepossessing tree only to find later that he and his customers had been deceived.

Roeding: The view expressed may arise from facts applying to an orchard in the Eastern States, but certainly would not be borne out by experiences in connection with orcharding in California. If, to illustrate my point, we were to continue to cut buds from the Improved French prune orchard (which has been under my observation for so many years) when the trees showed signs of deteriorating, it would be retrogression and almost a crime; but, on the contrary, if we cut our buds from the progeny of the original trees which, by the vigor of their growth, the size and quality of the fruit produced, show that they are worthy successors, we would be doing a real service to the fruit industry, and at the same time elevate the nursery business.

6. Hedrick: Veritable variations can be told only by growing the parts bearing them—by studying the offspring, not the ancestor; by looking forward, not backward. This is impossible in the nursery. In conclusion, the burden of proof is upon those who advocate pedigreed trees, for the present practices of propagating fruit plants are justified by the precedents of centuries. Experimenters in this field encourage us to believe that they may sometimes illumine the darkness, but one cannot see by the lights they have thus far brought. "The assertion that cutstrips the evidence is a crime" in this case, as in any other. Let us have real, precise, abundant evidence before demanding a reform that will revolutionize nursery practices.

Roeding: Too true; but forget the past? Let us not for a minute wrap a mantle around ourselves and blindly set aside the honest purposes of anyone trying to put more virility in our trees, enhance the quality by increasing the pulp and lessening the pit in stone fruits, by creating better types and larger yielding capacity, by fixing desirable types in product, and robust, sturdy trees, or any other good quality that will render orcharding more profitable.

The only guide that we can judge the growing tree by is its ancestry. We do maintain type in many economic plants by the process of budding and grafting; and we do (to a considerable extent) maintain quality of fruit and bearing capacity of record performance trees by limiting our bud supplies to only such specimens. The only way that this is feasible is to study the host tree (ancestor) from which the bud is derived, with a view to reproducing the same character in the nursery tree, subject to more or less modification by the after treatment and environment it may be subjected to when planted in orchard form. Conditions being to its liking, the selected bud will carry to a noticeable degree the commercial value of the tree from which the bud was cut. More than this can hardly be expected under the elemental conditions to which all plant life is subjected.



BLOCK OF APPLE TREES COMING ONE YEAR FROM GRAFTS PLANTED IN MARCH 1923, AND PHOTOGRAPHED SEPTEMBER 20, 1923, AT BUNTINGS' NURSERIES, SELBYVILLE, DELAWARE



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Correspondence from all points and articles of interest to nursery-  
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Hatboro, Pa., December 1923

*The National Nurseryman thanks its advertisers,  
subscribers and friends for their generous support  
and sincerely wishes each and every one A Very  
Happy Christmas.*

DECEMBER December is the last month in the year.

We, as nurserymen, have much to be thankful for when we look back over the past year. While we have had troubles, on the whole they have been little ones, compared with those under which our brother nurserymen in other parts of the world have been working. From every section of the United States come optimistic reports of good trade, good crops and a bright outlook.

The trade is beginning to get its bearings after the chaos produced by the war. Shortage of stock, caused by a cessation of propagation during that period is being overcome. While there is still shortage in some lines, especially in larger grades of ornamentals and certain stocks. The more conservative members of the trade are beginning to fear an over production. It is more than possible this will be the case with the next year or so but it will only be on certain lines which are easily and quickly produced and it is difficult to see how it can be avoided. There are no means of measuring the consumptive capacity of the market.

Population is increasing, buildings are going up and improvements in all parts of the country. In fact, due to the automobile the present seems to suggest an unparalleled tendency towards development of country homes and other developments calling for the nurserymen's products.

Perhaps the happiest sign in the trade is the evident drawing together of nurserymen into a common understanding and a willingness to co-operate. This is largely through the efforts of the American Association of Nur-

serymen, ably assisted by the State and district associations. The work they have done towards this end can not be measured, but the effects will be tremendous in the future.

The need of a high standard of business ethics is being generally recognized and in the process of being evolved. Standardization of practice is appreciably nearer. Co-operation towards market development, perhaps not developed as much as some of the more progressive could have wished, it has made a splendid start and will doubtless grow as the trade begins to realize its value.

Another subject for congratulation is the noticeable tendency of the nurserymen to work in co-operation with the various government authorities. They begin to see that the interests are mutual and even the individual selfish aims are best served by working for the general welfare.

## A HISTORY OF THE NURSERY TRADE

On a separate page we publish an open letter from John Watson, who has under consideration the writing of a history of the nursery trade in this country if sufficient nurserymen are interested in it to insure the publication being worth while. It would seem that our business, which is so fundamental and vital to the progress and happiness of the people of the country should be written and we know of no man who is more capable and better equipped to undertake the work.

We owe so much to the pioneers in the business, of a former generation, that it seems wrong that there has been no one to record their activities and work, all that we have is the result of their labors. Mr. Watson proposes to make the attempt to at least prevent some of our more recent workers from passing out of memory and we feel sure that his suggestion should meet with encouragement to undertake the work.

Our profession, if it is to expand and grow and reach the dignity which it deserves, should necessarily have a recorded background and an effort be made to keep the memory green on those who labored, and helped to build the structure upon which our livelihood depends.

## ANALYZING SOILS

It is a very common error to imagine that it is possible to get an analysis of the soil, and then know, with exactness just what fertilizers are necessary to produce a given crop.

In the first place it is very difficult to get a sample of soil that would be representative of the acreage from which it was taken. Soils are extremely complex materials and vary much even over a small area.

While chemical analysis may show the total amount of plant food in the soil, the methods of analysis used at present do not show accurately how much of this material is available to the plant as food. Of course every nurseryman and farmer should, to a certain extent, know the soil with which they are working. A chemical analysis will give them much information and be a guide in fertilizing and other treatment but it is only valuable as a guide to their experiments.





## \$100 for a Name

Can you think of a good common name for this new dwarf Privet—something that will convey in a word or two the idea of its dwarf, compact, low-growing character—such as is visualized in the name of “Tom Thumb” Arbor-vitae and “Box” Barberry?

We announced on the back cover of our “Fall Price List” that we would give fifty dollars (\$50.00) for a name which, in our opinion, best describes this Privet. Many excellent suggestions have been received but we haven’t yet just what we want. As an additional incentive, therefore, we have raised the amount of the prize to one hundred dollars (\$100.) cash. Persons who have already sent in names can mail us further suggestions. The only restriction is that all names eligible for the prize must reach us by January 1, 1924.

Read carefully the description of this remarkable little Privet below:

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The *Ligustrum nana compacta* originated in Europe. It came to this country several years ago in a lot of *Ligustrum* and its unusual characteristics were immediately noticed. It has been under constant observation and has demonstrated that its habits are unquestionably fixed.

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Visiting nurserymen have remarked on the unique and desirable habit of growth and have predicted great popularity for this little plant. It was introduced to the trade this fall and has already made many friends. That it will find a real place in American Horticulture is admitted by all who have seen it.

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## COST FINDING

November 22, 1923.

Editor of the National Nurseryman,  
Easton, Maryland.

Dear Sir:

Your correspondent, signing himself J. W. and, writing under the head of "Cost Finding" in your November issue, was evidently a little confused; or perhaps he was trying to confuse his readers by presenting certain phrases of the nursery business under the wrong heading.

It is very evident he is familiar with the nursery trade and knows the problems which confront the nurseryman when he is pricing his catalog and making up his income tax report. His remarks are better applicable to a retail business than a wholesale, especially one which does a general nursery business including landscape work and planting. The actual growing of plants would be only a part of the business and perhaps not the most costly or important phase of it. It would be more important with such a kind of business to know the amount of overhead, than to know the actual cost of growing the plants.

J. W.'s propositions or premises that he lays down are not sound.

1st—"That finding cost for growing nursery stock will benefit nobody," does not carry conviction. The grower who undertakes to grow trees or plants by contract surely needs to know what it is likely to cost him. The nurseryman who grows them himself in a wholesale way is surely benefited by knowing what it costs to produce a given number of plants in a given time. It is true there are lots of outside conditions that may affect the results but that is neither here nor there because the same might happen either in the making of pig iron or pottery.

Very few nurserymen will accept his first premise as according to the findings of practical experience in business.

2nd—"That such costs can't be found" is evidently incorrect. Such a word as "can't" is entirely out of place. Very true it may not be practical, or in other words Cost Finding may be more expensive than the actual growing of the plants, but to say it can't be done is really foolish. The railroads know the cost per ton per mile for moving freight in spite of storms, strikes, varying price of coal and numerous causes that have to be taken into calculation. The finding of cost in growing plants would neither be so intricate nor so uncertain. J. W. evidently belongs to the old school, which was well illustrated at a meeting of nurserymen, where the subject of the price of nursery stock was under discussion. One member said the proper way to price nursery stock was to find out how much your customer had in his pocket and then ask the limit. The newer idea is for the nurseryman to produce his stock so as to be able to sell it at a price which will encourage enormous consumption and enable even the poor man to possess and enjoy the beautiful things in nature.

J. W. states that "a nurseryman does not sell peach trees, he sells peaches." Isn't that a rather ridiculous

statement. It is about like saying the quarryman sells houses and castles, statues and works of art. I am afraid J. W. would be very cross if he instructed a nurseryman to send his lady friend a bunch of roses to take to the ball and she received rose bushes done up in spagnum moss with prickles on them.

It is very far fetched to compare the products of Millet and Corot with those of the nurseryman. The artists had all to do with the production of their works of art. A nurseryman has mighty little with the production of things that grow; he merely cares for them and perhaps, in a vague way, knows the conditions under which they do grow. But as to the actual processes he is as ignorant as "the man with a hoe."

The nurseryman who tries to find what it costs to grow his products and also tries to find what his overhead is to run his business is more likely to keep out of the bankruptcy court than the one who merely sells in competition, without knowing anything about costs.

Very truly yours,

R. S. V. P.

November 6, 1923.

Editor National Nurseryman,  
Easton, Maryland.

Gentlemen:

Having just received the November issue of the "Nurseryman," I have been interested and very much surprised at the first article of "cost finding." During the past four years there has been a great deal of talk about the need for publicity, that nurserymen are not getting returns for their stock commensurate with the capital invested, the risks taken and the constant detail required in supervision, and the nurserymen are asked to provide a generous fund, and I agree that they should, to put over an advertising campaign that will sell goods.

In the face of this, the article on "cost finding" seems to me to be the greatest waste of a page in the Nurseryman that I have ever seen. How anyone can back such an article and I am sorry I do not know J. W., or how the "Nurseryman" can afford to print such an article at the head of its paper, is more than I can understand. It does show me that at least one nurseryman, if he is a nurseryman, is still willing to do business on the old fashioned hit and miss plan and is quite willing to grow stock at one dollar and sell for fifty cents if he finds that someone else is selling at a fifty cent price.

Noting his two important points—first, that finding cost for growing nursery stock will benefit nobody, I am forced after reading the article, to admit that it might not benefit J. W., but the nurseryman who does not have a very good idea of the growing cost of his stock, is going to have his yearly balance on the wrong side of the ledger. Second—that such costs cannot be found—that depends on how close you wish to find costs. If the idea is that he cannot say definitely that fruit or shrubs or ornamentals cost exactly \$1.13 to grow and market, I agree that he may be right, but I do feel that it is possible in



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Cheltenham -:- Penna.



any nursery business, no matter how complex the articles it manufactures, to get down to a cost price certainly within 10% and I am willing to say within 5%, and without this knowledge no nurseryman can do a profitable business. If he is simply growing stock and selling it at the competitive market price, he is not doing business at all, but simply growing and selling stock and taking a chance. True, he may be a very good gambler and may love to take this kind of a chance, being willing at the end of the season either to settle his season's accounts in cash, or to settle in notes if his creditors are willing to take them.

I cannot believe that the average up to date nurseryman is willing to agree with this "cost finding" article. The more progressive nurserymen I know are striving year by year to get a closer figure on their growing and marketing costs. It is quite true that this will vary in almost all nurseries. The general over-head and labor, to say nothing of soil and weather conditions will influence growing costs, but why should one nurseryman decline to look to this question of costs simply because he knows, or thinks he knows, that a competitor is growing the same line for either more or less than he is. Haven't the Nurserymen enough back bone to grow the best grade of goods they can, know what it costs them to grow them and put them on the market and then ask a price that will insure a profit? Or does J. W. think that the nurserymen at large are such a spineless lot that they are willing to invest their money, their time and take a chance on a competitor's price controlling his efforts?

I am a deep believer in the fact that not only can the cost be ascertained, the cost of growing and cost of marketing, to within 10% and I believe to within 5% and not only that, but I most thoroughly believe that the nurseryman who is going to be in a profitable business five years from now, has got to know it and that those who do know it, will control the nursery trade. This will be more help to the man who does not care, for he will naturally begin to put his price on the basis with the nurseries that he knows are making money and this will help him somewhat, but he will still be taking a gamble that I do not think any sane business man wants to risk.

I have been in the nursery business long enough to know the hazards that must be taken in the growing of this stock and the uncertainty of the market, especially in ornamentals, but I have from years of experience proven that stock properly grown and properly handled, can be made a profitable business and that the nurseryman, even in a complex retail business, can ascertain very closely his growing and marketing costs and have a very definite basis on which to place his percentage for profit.

Pardon me for writing at length in this matter, but it seems so utterly foolish to publish an article of this kind and then go to the Nurserymen and say "please give us a large fund to advertise a business" for we don't know what our stock is costing on which we would like the public to get sufficiently enthusiastic that we can take a chance in getting our prices high enough to have the market insure us a profit and we are quite willing to wait until the end of the season to know whether we are go-

ing to have a profit and if we do, we will go to the next convention and have a good time and if we don't, we will at the end of the season ask our friends to take our notes, because we are short of cash.

Yours very truly,

J. H. HUMPHREYS.

The columns of the "National Nurseryman" are open to all nurserymen to express their opinions on subjects relating to the trade.

Their publication does not necessarily mean our endorsement of the views expressed.

EDITOR.

Editor "National Nurseryman,"

Easton, Maryland.

J. W. laid down two propositions in his article on "Cost Finding" both untenable as premises.

To take up premise No. 2 first. Had I followed this advise, or had I were granted that such a word as can't existed where would I now be? Surely more difficult problems in the world have been solved.

As for No. 2. You ask "Should the cost of production, even if known, determine the selling price?" The selling price is determined by one factor alone—that is supply and demand. When sugar is plentiful and the demand light, the price is low, and vice versa. A high cost plantation continues to grow sugar and goes broke or if it knows its cost is too high it stops. A steel mill that finds the price of its products below its cost of production ceases operation. But it must know its cost. Otherwise it might continue until "The Bankers come in to cut up its remains."

As for premise No. 1. You have hit the nail on the head in your sentence—"Cost finding is valuable only if it directs the propagating to profitable things, etc."

However, leave out the "only". The difference between success and failure can always be determined by whether you are doing a profitable thing or an unprofitable thing. Everything else you say is beside the point, as this is the final analysis. I might add, however, that because a thing costs you 10 cents, there is no reason why you can't sell it for \$10.00 if the buyers will pay that for it.

E. W.

#### THE OFFICIAL CATALOGUE OF STANDARDIZED PLANT NAMES

The Official Catalog of Standardized Plant Names will be ready for distribution this month. We have this from no less authority than the office of Harlan P. Kelsey, secretary of the American Joint Committee on Horticultural Nomenclature.

George H. Liepe, proprietor of a nursery situated at Cologne, New Jersey, has taken his son into the business with him and intends to greatly enlarge his nurseries, having recently purchased a track of one hundred and two acres, which has a half-mile frontage on the highway to Atlantic City.



## FALL 1923

*SEND US YOUR WANT LIST*

Apples, 1 and 2 Year

Peach

Grapes, 2 and 3 Year

Asparagus, 2 Year

Ornamental Trees and Shrubs

California Privet, 2 Year

Barberry Thunbergii

**FRANKLIN DAVIS NURSERIES**  
INCORPORATED

629-631 N. Howard St.      Baltimore, Md.

## SHADE TREES

NORWAY MAPLES—1½ inches up to 3 inches.

SUGAR MAPLES—6 to 8 feet, up to 4 inches.

EUROPEAN SYCAMORES—Several fine blocks.

PIN OAK and RED OAK—8 to 10 feet and larger.

AMERICAN ELMS—1½ inches and larger.



## EVERGREENS

RETINOSPORA—Picifera Aurea, Plumosa, and Squarrosa, 4 to 7 feet.

NORWAY SPRUCE—Sizes up to 7 feet.

AMERICAN ARBOR VITAE—Fine block 5 to 7 ft.

Good supply of leading varieties of Fruit Trees, Shrubs, Roses, and Perennials.

**THE COLE NURSERY CO.**

Painesville, - - - Ohio.

1870

1923

## APPLE SEEDLINGS

*NONE BETTER ANYWHERE*

We offer to the Trade this season the best seedlings we have grown for years.

By thorough cultivation and frequent spraying this past season our Apple Seedlings have made a strong vigorous healthy growth.

Thoroughly matured before dug. Good grades and careful packing.

*Car Lots to Nursery Centers*

*Write for Prices*

**SHENANDOAH NURSERIES**  
SHENANDOAH, IOWA

*A. F. Lake, President*

*R. S. Lake, Secretary-Treasurer*

1870

1923





*TWELVE ACRE BLOCK OF CONCORD GRAPE VINES AT BUNTINGS' NURSERIES, SELBYVILLE, DEL., GROWN FROM CUTTINGS PLANTED IN APRIL 1923, PHOTOGRAPHED SEPTEMBER 20, 1923.*

### BUNTINGS' NURSERIES

The Buntings' Nurseries, Selbyville, Del., originally started on a very small scale by supplying strawberry plants to other nurserymen. Mr. E. W. Bunting, father of the present senior member of the firm, G. E. Bunting, was the first man to plant strawberries in that locality, which is now one of the largest strawberry centers in the country.

Gradually the firm began to grow other lines of nursery stock until now there are 200 acres planted with small fruits, fruit trees, grape vines, California privet, flowering shrubs, evergreens, etc.

They do a business, both wholesale and retail. The

first catalog being published in 1910 was confined almost exclusively to strawberries. In 1914 additional plantings of other stocks were made until now a full line is grown. At present the father and four sons give their whole time to the business and employ as high as eighty hands, men, women and children, according to the season of the year.

The firm owns 330 acres with additional acreage under lease. The nurseries are separated in three different sections, ten miles from each other, so as to get the kind of soil necessary for certain crops. They have two large packing houses, one 50x100 feet on the home farm; with a concrete structure at the shipping point, Selbyville, 100x150 feet, with a private railroad siding.



*PARTIAL VIEW OF A BLOCK OF 150,000 PEACH 1-YEAR BUDS PHOTOGRAPHED AT BUNTINGS' NURSERIES, SELBYVILLE, DEL., SEPTEMBER 20, 1923. C. A. BUNTING STANDS IN THE FOREGROUND AND IS A FULL SIX FOOTER, WHICH GIVES ONE AN IDEA OF THE GROWTH THE TREES HAVE MADE THIS SEASON*



## HOOPEs, BRO. & THOMAS CO. THE WEST CHESTER NURSERIES

West Chester, Pa.

Established 1853

Incorporated 1907

**APPLES**—All the leading varieties. If you want to please your customers send them some of our 2 yr. buds and 3 yr. grafts as they are the finest we ever saw.

**PEACHES**—Strong. Belle, Carman, Elberta, J. H. Hale, etc.

**Norway Maples**—1½" caliper and up. As good as you ever saw.

**Boxwood**, Pyramidal

**Abies Nordman's**

**Arbor Vitae compacta**, conica densa & globosa.

**Retinosporas** as follows: argentea, compacta filifera, filifera aurea, pisifera, pisifera aurea, plumosa aurea.

**Spruce**, hemlock, oriental, polita and white.

*Send Us Your List of Wants*

## BROAD LEAVED EVERGREENS

*For Landscape and Nursery Planting*

### EUONYMUS JAPONICUS

*Grown in the Field Two Years. Sizes: 12-18, 18-24, 24-30 and 30-36 inches*

### Ligustrums

### Lucidum Nepalense Japonicum

*Splendid Specimen Plants for Landscape Work. Sizes: 18-24, 24-36 and 36 Inches and Over*

*We solicit the patronage of wholesale nurserymen who purchase them in quantity and we offer attractive prices on such orders. Write or wire.*

**VERHALEN NURSERY CO.**  
SCOTTSVILLE, TEXAS

## General Assortment —OF— NURSERY STOCK



FRUIT TREES  
SMALL FRUITS  
RHUBARB  
SHADE TREES  
SHRUBS  
ROSES  
APPLE SEEDLINGS  
CLEMATIS PAN  
CATALPA BUNGEII

Let us have your want list for special quotations.

**A. WILLIS & CO.**

OTTAWA, KANSAS

THOROUGHLY MATURED SEEDLINGS

## Consider these Points Carefully

Washington Nursery Seedlings are clean, healthy and hardy.

Grown on new ground, never before in nursery stock.

Moisture under control. No fall rains to induce late growth.

Crisp fall weather ripens them fully and naturally.

Dug and graded under the best of conditions. Quality, grade, and pack guaranteed.



**WASHINGTON  
NURSERY CO.**

TOPPENISH, WASHINGTON

(In the Famous Yakima Valley)

Box P-1



## PROPOSED HISTORY OF THE NURSERY TRADE

To the Editor:

For some years I have had it in mind to write a history of the nursery business in this country: its beginnings, its development into a great industry and its contribution to the country's present beauty and wealth. And while I have gathered material and worked upon it from time to time, the real work has been put aside as often to give time for more pressing things.

The history of an industry is largely the history of the men in it. The nursery business in this country—in its larger aspects—does not date back very many years; there are men living now who saw and had part in its real development and first important and national growth; but those veterans are in their autumn days and if the valuable data they can furnish is to be had and preserved, the work of gathering and compiling this information must be done now.

I do not undertake the work because of any idea that I am the one to do it; rather because it seems to me something that ought to be done and that hasn't been undertaken. There are others with wider experience and more capable; but somehow the work hasn't attracted them. It is something that calls for co-operation; to make it possible and to bring it to completion, means the assistance of very many in the trade. It will have to be a composite piece of work.

My plan is to proceed to the point where the cost of the publication can be estimated and then to ask for enough subscriptions to guarantee the printing. I realize that the sale of such a book would have to be limited; that the nature of it would interest only nurserymen and possibly not a great many of them. It could not possibly represent any great profit. Nor do I wish to approach the task in any spirit of money-making. It must be a labor of love. My identity with the nursery business since childhood, my acquaintance with the men in the trade and my association with them in various trade organizations, make me wish and hope to make the volume (with their assistance) an appreciation and expression regarding the industry: one that we will care to have in our libraries.

I said that the history of an industry is largely the history of the men in it; therefore it will contain much of biography and the record of leading firms in the business. But it is to be in no sense a directory. A directory concerns the present and is temporary.

If there should be enough subscribers to insure publishing the volume, it will then be offered for general subscription; any surplus over the actual cost of printing and any amount received for later subscriptions, will be donated, with their consent, in the name of the guarantors, to the American Association of Nurserymen to be used in advancing the nursery interests of the country. And as 1925 will be the 50th anniversary of the organization of the association, I think it would be suitable to mark the occasion by the publication of this history and I hope to have it ready then. Whether that will be possible, depends on the co-operation that I confidently expect from the nurserymen.

JOHN WATSON.

## NATIONAL PLANTING SERVICE

MORE FRUITFUL TO MAKE AMERICA MORE BEAUTIFUL

CONDUCTED BY AMERICAN ASS'N OF NURSERYMEN  
F. F. ROCKWELL, Mgr.  
BRIDGETON, N. J.

The work of the National Planting Service, which is directed by the Market Development Committee of the American Association has been going on since the appointment of the new committee with Mr. Paul Lindley, of Pomona, N. C., as chairman.

To judge from the comments, made by nurserymen whom we occasionally have visit us, the rank and file of the membership of the association have very little conception of the extent of the work carried on and of the vast amount of detail involved in conducting these several branches of the program of the Market Development Committee.

The first thing on this program will be a continuation of the educational articles syndicated to newspapers, which have proved so effective and so popular for the last three years.

These have proved so popular that two or three of the newspaper syndicates, one in the West and one in the South, have recently asked that we supply the material direct to them so that they can hand it out to their own newspapers as part of their regular service.

#### IT IS YOUR OWN FAULT IF YOU DON'T GET THESE ARTICLES USED IN YOUR OWN PAPERS

One of the greatest troubles which we have always had in attempting to get 100% returns from our newspaper work is the difficulty of getting individual members of the association to co-operate by taking up the matter of the publishing these with their own local newspaper. We know from scores of instances where this has been done that it can be done. It merely requires a little gumption on the part of the local nurseryman, particularly if he places advertising with his local newspapers, to bring these articles to their attention and to see that they are used. In most instances, no urging is necessary. If *your* local newspapers are not carrying this material, write directly to F. F. Rockwell, Manager National Planting Service, Bridgeton, N. J., and he will send you the ammunition and tell you how to use it.

We have been making a canvass of the newspapers using the publicity service, to find out which of them can make use of mat illustrations, along with the text. As many of the articles, sent out during the early spring as possible, will be illustrated. The extent to which this work can be done this year will depend upon the amount of funds available for this particular purpose.

#### ARE YOU USING THE PLANTING SERVICE BOOKLET?

During the past year there were distributed a half million copies of the two booklets, "It's Not a Home Till It's Planted," and "It's Not a Farm Home Without Fruit."

Samples of the new edition of these two booklets have just been mailed to all the members of the association, and orders for the new edition are coming in rapidly. If, by any chance, you have not seen these, send at once for sample copies even if you are not a member of the



500,000

## Rosa Multiflora Japonica Seedlings (One Year)

In Assorted Sizes, 1½ to 6 Millemeter

## Rosa Multiflora Japonica Seeds in Quantity

PRICES ON APPLICATION

J. D. KNICKMAN

East Northport, L. I., N. Y.

## HYBRID TEA ROSES

and

## PERPETUALS

2 year field grown, budded on Japanese multiflora.

Best standard varieties.

Write For Price List

Somerset Rose Nursery

R. F. D. 5

NEW BRUNSWICK, N. J.

Plants that Please      Established 1906      Seeds that Yield  
V. R. ALLEN, SEAFORD, DEL.

ASPARAGUS  
ROOTS      SEED

STRAWBERRY  
STANDARD      EVERBEARING

DEWBERRY  
LUCRETIA      AUSTIN

TOMATO  
PLANTS      SEED

SWEET POTATO  
PLANTS      SEED-STOCK

GRAPES, CALIFORNIA PRIVET

Contract Now

Correspondence Invited

## EVERYTHING IN SEEDS, BULBS AND PLANTS AND ROOTED CUTTINGS

ROMAN J. IRWIN, Inc.

43 W. 18th Street

New York City

## SEEDS FOR NURSERYMEN

I am now booking orders for: TREE and SHRUB SEEDS, PEACH PITS, MAZZARD AND MAHALEB CHERRY, MYROBOLAN PLUM, FRENCH CRAB APPLE, FRENCH, JAPAN, CHINESE AND KIEFFER PEAR SEED.

All seeds of new crop and best quality. Send me your list of wants and I will quote you by return mail.

THOMAS J. LANE

SEEDSMAN

DRESHER, PA., U. S. A.

## IBOLIUM PRIVET

### The New Hardy Hedge Privet

A cross between Ibota and Ovalifolium. This new hybrid possesses the attractive characteristic of California Privet with the hardiness of Ibota.

It is of vigorous growth developing no constitutional weakness or susceptibility to blight or disease. It is upright in its habit with glossy round foliage and fills out even fuller at the bottom than does the California Privet.

The Good &amp; Reese Company

Springfield, Ohio

DEPT. G.

## RICE BROTHERS CO.

Geneva, N. Y.

|         |    |                  |
|---------|----|------------------|
| A       |    | Fruit trees      |
| General | on | Ornamental trees |
| Surplus |    | Shrubs and Roses |

Write for prices.

Retinosporus Pisifera, Squarosa Veitchii      Per 100 and per 1000

AUDUBON Nursery, H. Verzaal, Prop., P. O. Box 275, Wilmington, N. C.



association. You will find these booklets a great help in securing orders. Many small nurserymen doing a local business, who are not members of the American Association, could use these booklets to excellent advantage.

In addition to these two booklets, two others are in the course of preparation. These are "How to Plant Them So They Will Live" and "Small Fruits for Farm and Home." Samples of these will be sent out to the membership as soon as they are ready.

In addition to this list, the association is also distributing Hilborn's "Amateur's Guide to Landscape Gardening" and Paul Lindley's "Plant Points." The Hilborn book has been judged, by almost everyone who has read it, to be the best landscaping book for the beginner which has ever been put out. It is simple, direct, to the point and *practical*. Paul's Plant Points is a pithy, practical little book which cannot fail to build up good will if you use it as a "service" feature with your customers. It is so inexpensive that you can afford to send it to almost every good customer; and the material in it, presented in Paul's own peerless, epigrammatic paragraphs, is sure to be read and to bring your customers better success with what they plant.

#### COMPLETE SETS OF ARTICLES IN BOUND FORM

Another excellent "service" feature for your customers is the use of the reprints of the newspaper articles. These may now be had in bound sets, consisting of some fifty articles on almost as many different subjects. A few of the headings are:

"Hedges for Every Place and Purpose."

"A Big Opportunity for Fruit Growers."

"Why Plant Shrubs in the Fall?"

"Vines That Will Make Your Veranda Cool and Comfortable."

"Start a 'Strawberry Patch' This Spring."

"Roses that Will Grow Anywhere."

This will give an idea of the subjects covered. These articles may be used singly or, where you want to send something that will particularly please a particularly good customer, the entire set may be used. The cost in quantities is but 18c per set. The distribution of these articles not only creates good will, but also leads to further sales. Many nurserymen have told us of receiving orders directly from these articles in which the customer wanted to get the specific things mentioned in the article. They all help to create a definite demand which can be turned into more business.

#### ARE YOU PLANNING TO MAKE GOOD USE OF THE CHRISTMAS FOLDER?

Another first-class business stimulator is the little folder in three colors, suggesting the use of plants for Christmas gifts. Many thousands of these have already been ordered, but there are a good many nurserymen who have not yet ordered a supply to use in a special drive for Christmas which may be made to create a lot of profitable business in a season of the year which is ordinarily dull. This little folder is described more in detail elsewhere in this issue. If you have not seen a copy of it, send immediately for it.

#### HAVE YOU EVER USED THE COLORED LANDSCAPE LANTERN SLIDES?

Last year, a great many members of the Association

made good use of the set of colored lantern slides which is sent out by the National Planting Service to members of the Association. For the use of these slides, there is a nominal charge of \$2.00. Last year, the slides were in use continuously from Thanksgiving until the first of June. In many instances, they had to be shipped from one place directly to the next without being sent back to the home office. Judging from the requests which we have had for these slides so far this year, the demand will again be just as active. Make your reservations well in advance of the time you will want to use them. If you can't use them yourself, you probably have some local garden service or women's club who would be mighty glad to have them if you will only call to their attention the fact that such a set of slides is available.

We are gathering and preparing material for a second set of slides on tree fruits and small fruits. We expect to have these ready for winter and spring.

#### MEMBERSHIP CAMPAIGN BEING VIGOROUSLY PUSHED

In addition to the many lines of market development work being carried on as outlined above, a campaign for more members is also being vigorously pushed both directly and through the broadcasters. A "prospectus," in the way of an outfit consisting of samples of the newspaper articles, the various booklets, literature describing the American Association and its workings, application blanks, etc., have been sent to each of the following broadcasters:

A. McGill, Washington Nursery Co.

James A. Stubbs, Huntsville Wholesale Nurseries.

John Fraser, Huntsville Wholesale Nurseries.

Charles Ferguson, E. S. Weleh.

R. R. Harris, E. S. Weleh.

Lester C. Lovett, Lovett's Nurseries.

C. G. Perkins, Jackson & Perkins.

C. R. Burr, C. R. Burr Co.

Robert Chase, Chase Nursery Co.

Wm. Pitkin, Chase Bros. Co.

T. H. Cobb, Chase Bros. Co.

F. A. Wiggins, Washington Nursery Co.

Mr. McGill, who heads the list, has bet us a box of cigars that he can produce twenty-five new members by next June. We hope we lose the bet!

If *you* know of any prospects for "A. A. N."—of any good progressive nurseryman, who is doing an up-to-date, four-square, fair business, no matter how small it is, send us his name. We will write him directly and also turn him over to the broadcasters.

The Thanksgiving issue of the Boost'er, with a special message and an invitation to join the association by President Kelsey, has been mailed to over 6000 nurserymen throughout the country. It contains, among other things, a list of the new members who have joined since the last issue of the Boost'er in October.

A number of other plans which are being worked out by the Market Development Committee will be presented in detail later on.

In the meantime, every member of the American Association should endeavor to make all possible use of the various lines of activities being carried on by the National Planting Service, and the best way to do this is



# BERBERRY THUNBERGII SEEDLINGS

(Largest Growers in the World of)

**QUALITY STOCK AT QUALITY PRICES**

**Ampelopsis Veitchii Seedlings    Ampelopsis Englemannii Seedlings**  
**Ibota Privet Seedlings**

**GENERAL LINE OF FRUIT AND ORNAMENTALS**

*Let Us Quote on Your Wants*

**C. E. WILSON & COMPANY**

**MANCHESTER**

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**CONN.**



**T. S. HUBBARD CO., Fredonia, N. Y.**

Growers of Grape Vines and Small Fruit Plants  
For Garden and Vineyard Planting

Established 1866

Send for Catalogue

## COMMERCIAL NURSERY CO.

*GROWERS OF HIGH-GRADE NURSERY STOCK*

We specialize in June Bud Peach and will have a good supply of general nursery stock ready for Fall trade. Grown at our nursery, Decherd, Tenn.

We offer from our branch nursery, Monticello, Fla., good selection of Budded and Grafted Pecans, Japan Persimmon, Fig, Mulberry. Write us,

**Decherd, Tennessee**

**FRUIT TREES**—Pear, Plum, Peach, Apple and Cherry.

**SMALL FRUIT**—Raspberry, Blackberry and Currants.

**FINE LOT OF GRAPES**—Concord, Agawam, Salem, Wyoming Red, Brighton, Worden, Niagara and Delaware 1 year No. 1, and some varieties 2 year No. 1.

**SILVER MAPLE**—Sizes 1 to 4 in.

**NORWAY MAPLE**—Sizes 1 1/4 to 4 in.

**CUT LEAF BIRCH, EUROPEAN SYCAMORE**

Fair Assortment of Shrubs, Spirea, Hydrangea, Etc.

**H. J. CHAMPION & SON**

**PERRY, OHIO**

**DO NOT FORGET!!!**

# RAFFIA

The cheapest and best material for Budding and Tying is RAFFIA. We can ship promptly. Standard Brands:—RED STAR, X. X. SUPERIOR, A. A. WESTCOAST. Write for prices.

**THOMAS B. MEEHAN CO., Dresher, Penna.**

When writing to Advertisers please mention the National Nurseryman.

## CHERRY

**TWO YEAR**

**ONE YEAR**

*We are now booking orders for Fall 1923 and Spring 1924. Please let us have your list of wants.*

**W. C. REED & SON**

**VINCENNES**

:

:

**INDIANA**

**BECOME A LANDSCAPE ARCHITECT**

Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it to-day.

**American Landscape School 54-G, Newark, New York**

Established 1866

## NAPERVILLE NURSERIES

— Growers of —

**Trees, Evergreens, Shrubs, Perennials, etc.**

**Lining Out Stock**

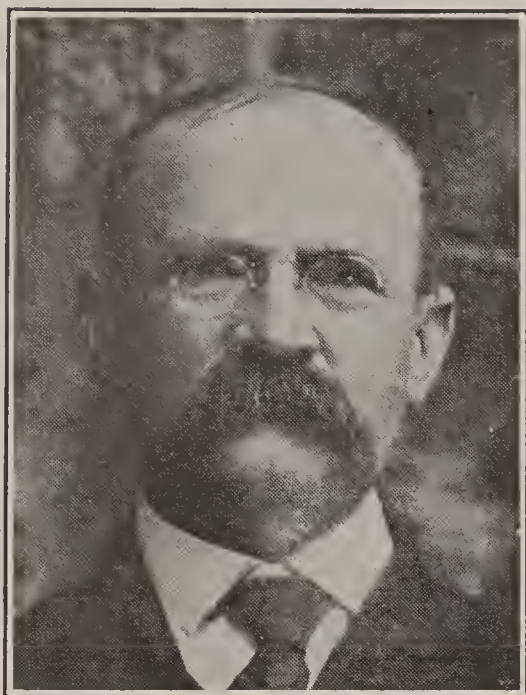
**NAPERVILLE, ILL.**

TELEPHONE. NAPERVILLE No. 1.



to get directly in touch with Manager Rockwell, at Bridgeton, N. J.

## Obituary.



THOMAS RAKESTRAW

Thomas Rakestraw, Kennett Square, Pennsylvania, president of the Rakestraw-Pyle Company, died at his home on November 9th, at the age of seventy-four. Mr. Rakestraw had been ill for about six months so that his end was not entirely unexpected.

He was one of the old time nurserymen and his death will be very much regretted by a great number in the trade who knew him. His sterling character won him a place in the hearts of all who ever met him. With his death there passes one of the outstanding figures in the life of his community. He had been identified with all that was good and progressive in public life and with many close friends, both in the trade and the community, where he was such a force for good.

He was active as director of local banks and business organizations and was one of the prime movers in the early temperance work in his section.

When a young man, he went to Kennett Square to work with his uncle, who with Josiah Pyle had founded in 1886 the Willowdale Nurseries and of which Mr. Rakestraw subsequently became head. The business was incorporated under its present name in 1910. The original partner, Mr. Pyle, died only a few years ago. Mr. Rakestraw was president of the Pennsylvania Nurserymen's Association. The association sent a floral piece and several members attended his funeral.

He is survived by three children, Arthur G., of Philadelphia; Robert M., of Marshall street, West Chester, and Genevieve R., wife of Arthur Pratt, of Willowdale, Pennsylvania.

### JULIUS ROEHRS

Julius Roehrs, President of the Julius Roehrs Company, died Wednesday, October 31st. The Julius Roehrs

while perhaps more closely associated with the florist trade than with the nursery, was well known throughout the country in both lines of business and his death will be a sad blow to his many friends.

He was born in Jersey City, New Jersey, March 4, 1878. After completing his education in the public schools of New Jersey his father followed the old country custom of sending him to one of the nurseries to acquire a knowledge of the business. He worked in some of the best establishments in Europe, including that of Sander Sons, at Bruges, Belgium, and St. Albans, London, England; Robert Seiderholm in Germany and other leading establishments. On his return from Europe he went with his father in the Julius Roehrs establishment, succeeded him on the event of his death, which occurred in 1913.

He is survived by his wife, Mrs. Elsie Koch Roehrs, and four children. He was interred in the Cedar Lawn Cemetery, Passaic, New Jersey.

### FREDERICK H. HORSFORD

Frederick H. Horsford, Charlotte, Vermont, died on November 4th of cerebral hemorrhage, following a long illness.

Mr. Horsford was born July 21, 1855. He is survived by his wife and two sons, Cyrus P. and Earl F., both of Charlotte.

Mr. Horsford was known to the nursery trade as a grower of hardy perennials and bulbs. In these plants he did a large retail trade.

For a time he was in partnership with Edward Gillett at Southwick, Mass., but gave up this partnership to establish the Horsford Nurseries in 1893.

The business will be continued under the management of the younger son, Earl F. Horsford.

### JOHN DAVEY

John Davey, Kent, Ohio, died November 8th, at the age of seventy years. Mr. Davey, although not a nurseryman, was well known to the trade, in fact to the entire horticultural world through his connection with tree surgery. Mr. Davey developed tree repair work into an art and has been a great power in educating the people in the conservation and care of trees. Without question he has added millions of dollars to the tree value of the United States by educating people to know their value and promoting their conservation.

He was born in England in 1846 and came to the United States in 1873, where he erected a greenhouse and went into landscape work.

In 1919 the present well known Davey Tree Expert Company was incorporated, with Mr. Davey as president.

Mr. E. P. Smith, of the Eastwood Nurseries, Estacada, Oregon, is going to specialize on a distinct variety of *Thuya Occidentalis*, which grows native at Gresham, Oregon, and according to good authority is found nowhere else in the United States. Mr. Smith thinks he has a good thing.

Robert Hamilton is starting a nursery at Ben Avon, Pennsylvania, and expects to grow a general line of ornamentals including rhododendrons.



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Price List of Flower Seed.  
Atlantic Nursery Co. Berlin, Maryland.  
Trade Price List.  
Harrison's Nurseries, Berlin, Maryland.  
Price List.  
Malmo & Co., Seattle, Washington.  
Planting Guide and Price List.  
Sluis & Grotts, Enkhuizen, Holland.  
Wholesale Price List.  
Griffing Nurseries, Beaumont, Texas.  
Surplus List.

Ashford Park Nurseries, Atlanta, Ga.  
Hardy Ornamental Plants.  
Alessandro Squadrilli, Naples, Italy.  
Wholesale Catalogue of Seeds.  
D. Hill Nursery Co., Inc., Dundee, Ill.  
Lining Out Stock List.  
F. Kuiper, Veendam, Holland.  
Price List.  
E. Turbat & Co., 67-69 Route d'Olivet, Orleans, France.  
General Nursery Stock.  
Enterprise Nurseries, East Prospect, Pa.  
Price List.  
Naperville Nurseries, Naperville, Ill.  
General Price List.

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*Grower of a General Assortment of Nursery Stock  
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If you need Everbearing strawberry plants to fill spring orders or if you wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties growing in our experimental grounds that are not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out.

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Privet, North, California. South, Ibota, Vulgaris

Spirea Van Houtti; Hardy Flowering Shrubs

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We are the printers of this Magazine

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 with that  
 Wonderful Root System

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28 Acres in Perennials

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Growers of First Quality Pecan Trees. Dependable for giving profitable returns. All standard varieties. Place orders now.

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Several hundred bushels from crop 1922. Better place your order now. 1923 crop will be very light.

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INCORPORATED 1902

The only Trade Journal devoted exclusively to the interests of growers and dealers in nursery stock.

Edited by a practical nurseryman, Ernest Hemming, Easton, Maryland, to whom all correspondence pertaining to the Editorial Department, should be addressed.

Nurserymen cannot afford to be without a trade paper. The advertising pages, patronized by all leading nurserymen throughout the world, will save many dollars to the subscriber. These pages are a record of the stock offered for sale.

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## EVERGREENS

Ornamental Trees, Shrubs, Vines, Woody and Herbaceous  
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Including a good  
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Trees and Shrubs also.

We are headquarters  
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Manufacturers of

## STEEL BOX STRAPPING

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AN ESSENTIAL TO FINISH YOUR JOB

AT A NEGLIGIBLE PRICE.

STANDARD SIZES USED BY NINETY

PERCENT OF THE NURSERY TRADE ARE

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ANY SIZE CAN BE FURNISHED

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*We Offer for Spring, 1924:*

Apple Trees (1 and 2-year)

Peach Trees

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Apple Seedlings

Apple Grafts

White Elm Trees, all sizes



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We are ready to quote prices on a very  
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Stock grown wide apart is bushy and well  
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ONE YEAR BUDDED — ALL GRADES

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*Prompt Shipping Service*

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## HARRISONS' NURSERIES

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# THE NATIONAL NURSERYMAN



JANUARY 1924

Published Monthly at Hatboro, Penna., U. S. A., in behalf of the Trade Interests of Nurserymen, Seedsmen and Plant Growers in General

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Established 1847.

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**SPECIMEN EVERGREENS,  
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Will be pleased to quote on your list of wants

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Manufacturers of The I. E. Ilgenfritz' Sons Co.'s Celebrated  
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*New Land Grown*

Our plantings consist largely of the new and old standard and everbearing varieties, and are all new land grown, free from disease, well rooted, healthy and TRUE TO NAME. Let us take care of your wants in Strawberry plants, shipping to you; or DIRECT to your customers using your tags. If you are not receiving our trade lists ask for a copy which prices other small fruit plants: Grape Vines, Asparagus roots, also fruit trees, California Privet, Barberry Thunbergii, Flowering Shrubs, etc.

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Selbyville : Delaware

## Mount Arbor Nurseries,

E. S. WELCH, PRES.

SHENANDOAH, IOWA.

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We have an exceptionally fine lot of strong, WELL MATURED seedlings. These seedlings were kept thoroughly SPRAYED throughout the growing season and were not dug until in November when well matured. THEY WILL PLEASE.

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In addition to the Serotina, the variety commonly grown, we have Ussuriensis and Calleryana, varieties more blight resistant.

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We still have Apple, Pear, Myrobolan and Manetti Rose Stocks to offer.

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We have the largest and most complete line of general nursery stock in the United States.

WINTER TRADE LIST ready in December.

With our unsurpassed STORAGE FACILITIES, are able to make shipments all winter.

*Send Us Your Want List*

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Are in order, and here is the best one we know

**BE ON TIME!**

No matter whether a business appointment, the sending of a bill, meeting your wife down town, or purchasing stock for your spring needs, the aggressive "On Time" chap is the winner.

Our Assortment is Excellent Now, So

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In our growing, our grading, and our handling of orders, we are doing our best to make our trade mark



A SYMBOL OF PERFECTION

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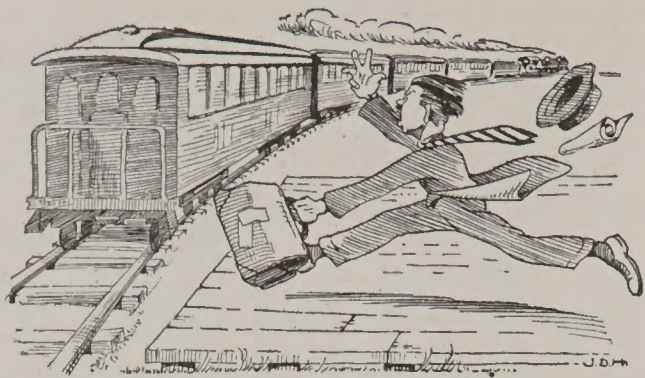
Watch for our Bulletin Number Five

**C. R. BURR & COMPANY, Inc.**

GENERAL NURSERYMEN  
MANCHESTER, CONN.

We Do Not Sell at Wholesale to Retail Buyers





## DON'T MISS OUT ON YOUR SPRING REQUIREMENTS

Now is the time to look over your last year's records and estimate your sales for Spring so you can figure out just what you are going to need. 1924 will be a big planting year. Get your order in *now*. Be sure of *what* you want *when* you want it.

Bulletin No. 2, issued January 12, will give you our complete inventory. Selection at this time will be the best during the year. Foresighted nurserymen will write for a copy of this bulletin TODAY.

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(Wholesale Only)

Growers of "THE PREFERRED STOCK"

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# French Fruit Stocks

Direct Imports From France

Pears, Apples, Mahalebs, Mazzard, Quince, Myrobalans, Manetti and Multiflora, etc.

Prices on all grades quoted for account of Vincent Lebreton's Nurseries, Angers, France, for December or February Shipment.

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LILY BULBS—Auratum, Rubrum, Album, Magnificum, Etc.

Gladioli and all other seasonable bulbs. Write for wholesale trade list

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Japanese Natural or Dyed Green. Domestic Natural, Chinese Tonkin Stakes

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Red Star and Two Other Brands of Natural, Also Dyed in 20 Colors

Write for Prices on Trade Stationery, Specifically Stating Your Requirements

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ONE AND TWO YEARS OLD

THE BEST YOU EVER SAW

EXTRA HEAVY EXTRA TALL

EXTRA WELL BRANCHED

Write for Our Attractive Prices

We also offer a general assortment of other stock including Standard and Dwarf Apple, Standard and Dwarf Pear, Plum, Plum on Peach, Quince and Peach.

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We grow young evergreens in large quantities and every tree we sell is raised from seeds in our own nurseries.

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THE

**North-Eastern Forestry Co.**

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NURSEYMEN --- FLORISTS --- SEEDSMEN

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1200 ACRES  
45 GREENHOUSES



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Apple, Cherry, Peach, Plum  
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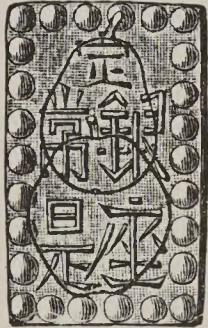
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1872—1924

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The catalogues we have made for nurserymen are all different, individual, distinctive. Each fits the stock, the nursery and the nurseryman it is made for. Each advertises the firm it must sell for. Each has individuality.

The manager of our horticultural department is a nurseryman of long experience in growing and selling trees. As full co-operation as may be desired, is afforded in developing and expressing the ideas of each client. That means catalogues each different from the others.

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*Horticultural Color Printers*

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All sizes from 1½" up to 4" Caliper  
**BEAUTIFUL TREES**



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